

Raye Mitchell



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Mission Statement:

The Power & Influence Expert™

Raye Mitchell is an accomplished **power and influence expert**. Unlike the generalist skilled as a life coach, or even a success coach, Raye's expertise, drawn from years of experience advising executives in high stakes litigation and high intensity negotiations, is focused on assisting her clients accelerate, increase personal power, expand influence, drive impact, and achieve desired outcomes. Mitchell is committed to helping people and organizations that need assistance solving problems that can become overwhelming, detracting or just unpleasant. Mitchell's expertise is focused on finding solutions to some of the most persistent, consistent and debilitating obstacles that are holding professionals back from realizing their full potential as global leaders. Her purpose is focused on creating pathways to educational, professional, and entrepreneurial success for professionals as global leaders in all sectors with a specific goal to close the achievement, skills, visibility, power, leadership and wealth gaps in the United States.

Areas of Expertise:

- Creative genius-need a new idea, strategy, tactics & personal branding
- Fixing diversity inclusion problems and program turn around (philanthropy, legal, advertising marketing sectors)
- Preparing women and girls as leaders
- Strategy and program design for innovators, mavericks, outliners, trendsetters and start-ups
- Executive presence & leadership coach, i.e. how to own the room
- Productive non-conformity and how to go rogue

Industries/Sectors:

- Technology, innovation, entrepreneurs and mavericks
- Select professions-legal, communications, advertising and public relations
- Philanthropy, social entrepreneurs, academia and non-profits
- Writers, authors, entertainment and creative sorts

Focus Communities:

- Traditional organizations that want to get unstuck
- Movers-high potential & high performing corporate professionals
- Interesting people, outliners, disruptors, loners, self-proclaimed misfits and new thinkers
- Upstarts & Rebounders (people inventing or reinventing themselves, their companies, their communities)

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Most Often Hired As:

- **Fixer**-when you need those sticky things handled discretely (Crisis Management)
- **Mediator, Arbitrator and Expert** in Alternative Dispute Resolution
- **Creative genius consultant**-when you need to tap some extra IQ points (Management Consultant)
- **Sought after public speaker**, storyteller and intelligent learning (Public Speaker)
- **Lecturer** on how to master argument & persuasion (Trainer)
- **Negotiator**. Assisting employees negotiate employment exists, performance reviews and new job hiring contracts.
- **Instructor and trainer**, leadership, power moves & more (Instructor)
- **Executive Presence Coach**-when you want to own the room (Trainer)
- **Platform Builder and Branding**-when you need personal branding (Branding, Public Relations)
- **Legal Consultant**-assists small businesses, non-profits, self-represented persons with on-demand legal advice and counsel (California Lawyer)
- **Public Interest and Consumer Attorney**. On limited basis, advises consumer and companies on thorny and high stakes consumer to resolve via alternative dispute resolutions (ADR) where possible.

Credentials, Professional Licenses:

- Harvard Law School J.D. (1994)
- University of Southern California Marshall School of Business MBA (1982)
- University of Southern California Sol Price School of Policy B.S. (1980)
- Member of California State Bar
- Admitted to Practice California Supreme Court
- Admitted to Practice Ninth Circuit Court of Appeals
- Admitted to Practice United States District Courts
- Certified Mediator, Certified Arbitrator, Conflict Resolutions
- Registered Neutral Georgia Office of Dispute Resolution (GODR) Registration # 5820-7676-5883-5968.

Community:

- Founder, The New Reality Foundation, Inc 501 c (3) (2007-present) (www.TheNewReality.org)
- Developed expanded signature New Reality Programs
 - The G.U.R.L.S. Rock Program (2007) (www.gurlsrock.org)
 - The G.U.R.L.S. Leade Global Leadership Program (2013) (www.gurlslead.org)
 - The MBA Series.org (2013) (www.thembaseries.org)
 - Women Lead Forward (2015) (www.womenleadforward.com)

Awards & Recognitions:

- Nominee for White House Champion of Change for Extracurricular Enrichment for Marginalized Girls (2016)
- Jefferson Award for Public Service (the Nobel Prize for Public Service)
- The Women's Initiative for Self-Employment's 2011 Woman Entrepreneur of the Year
- The Charles Houston Bar Association Benjamin Travis Community Service Award

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- KQED-TV/Wells Fargo Bank Public Media Women's History Month Local Hero
- The Lizzy Glide Woman of Vision Award for supporting Survivors of Domestic Violence
- Congressional Recognition-Congresswoman Barbara Lee
- California Senate Recognition-Senator Mark Leno
- Prominent Women in Justice Award. The Rho Upsilon Omega chapter of Alpha Kappa Alpha Sorority, Inc.
- The PhD Project Recipient of Full Stipend to attend conference
- Consortium for Graduate Study in Management Full Academic Fellowship
- USC Resident Honors Program (early admissions)

Instructor Experience:

Mediation, Arbitration, Negotiation Trainer

The ADR Studio, Nationwide. www.TheADRStudio.com (On-going)

Program Instructor-Business

Blueprint Summer Programs at the University of Connecticut (Summer 2016)

Engage and inspire talented pre-college teens on aspects and excitement for careers in business and related skills development.

Professor, Founder and Lead Coach

Power Push™ Executive Leadership Summits (2006-2016)

Developed and led customized, invitational only executive leadership retreats for high potential and high performing women of color professionals to bring a strategic approach to managing their career, personal and business growth and creating personal success and overall wellbeing.

Member

Harvard Law School Board of Student Advisors (BSA)

While at Harvard, participated as invited member of the BSA, which is a student organization charged with providing several essential services to the Harvard Law School community: we serve as teaching assistants in the First Year Legal Research and Writing Program, as peer advisers to members of the first-year class and transfer students, and as administrators of the Ames Moot Court competition.

The Board is a highly selective student organization. Members are recommended from a broad pool of applicants by a committee of sitting Board members based on editing and mentoring skills, prior work or teaching experience, and a personal statement essay.

Experience:

Chief Learning Officer, Dean, Executive Development.

The Winning Edge Institute B-Corp, Inc (2016 to Present)

The Winning Edge Institute (WE Institute) is a social enterprise company dedicated to building a globally connected leadership training community for women and girls through an integrated platform of technology, philanthropy, leadership training and advocacy.

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Chief Innovator, Humanitarian and Founder

The New Reality Foundation, Inc. (2007 to Present)

The New Reality Foundation as a tax-exempt non-profit that empowers women and girls to be successful as global leaders. The foundation and Dr. Mitchell have received numerous honors for the high impact programs that help women and girls.

Chief Creative Officer & General Counsel

New Reality B-Corp., a California Benefits corporation (2009 to Present)

New Reality B-Corp, a California benefits corporation that focuses on diversity inclusion strategy and training in technology, philanthropy and the legal profession. As a Certified Social Impact Enterprise,™ New Reality B-Corp is a boutique legal and business firm providing expertise and services for non-profits, corporate leaders, social entrepreneurs and social impact ventures, start-up and entrepreneurs. By providing leadership training in all sectors, New Reality B-Corp assists corporate and non-profits reach women and girls of color to accelerate access to and opportunities for women and girls of color to exercise their power as current and future global leaders, The primary mission and purpose is to meet the unmet needs of the millions of millennial women and girls of color nationally and in the global community.

General Counsel & Founding Partner

The Mitchell Law Firm, a Professional Corporation (1998 to 2010)

Founded and led full service litigation and transactional law firm with focus on employment, intellectual property, business law, consumer advocacy and the administration of trusts for high net worth clients.

Attorney

Cooley LLP (Silicon Valley, CA)

Primary practice area in emerging start-ups, VC funding, deal flow and innovation contracts and supporting start-ups.

Attorney

Pillsbury Winthrop Shaw Pitman, LLP (San Francisco, CA)

Litigation attorney in business and anti-trust matters, and intellectual property matters

Marketing & Brand Management

Colgate Palmolive Company, The Gillette Company, RJR Nabisco Company, General Mills, Inc.

Author:

Books

When They Go Low, We Go High. How Women of Color Master the Art of Persuasion to Win Big Battles. (Spring 2018)

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How Women Negotiate from a Position of Strength. Protecting Brand and Intellectual Property Rights. (Spring 2018)

Invisible No More. Empowering Young Black Women and Girls to Rise-Up as Leaders. (Spring 2018)

The Laws of the New Game Changers. How to Make Impacts that Take You forward (2013)

The Evolution of Brilliance: Voices Celebrating the Importance of Women (2011)

Published Anthology Submissions

Gumbo for the Soul: The Recipe for Literacy in the Black Community Anthology (2007) Quiet Persistence by Raye Mitchell. Editor Beverly Johnson.

Sister to Sister: Guide for African American Girls. (2011)

Lights, Camera Action Be the Director of Your Destiny by Raye Mitchell. Editor Linda Ellis Eastman.

Creative:

Creator and author of *The Harvard Litigator* fiction series. Fiction works with a purpose. www.TheHarvardLitigator.com

Speaking/ Media:

Out of the Binders-A Professional Development Conference for Women (Los Angeles Conference April 2017)

Co-presenter on panel *How to Adapt Novels to Film and Television. Focus on Branding and Intellectual Property Rights.*

Out of the Binders-A Professional Development Conference for Women (New York City Conference Oct 2016)

Co-presenter and developer of *Authentically Awesome: Personal Branding for Writers* (Oct 2016)

He Hit Me. Domestic Violence Awareness Series (July 2015)

Keynote Guest Speaker

ColorComm Inaugural Conference, “Creative Genius Rules” Workshop Leader. Miami, FL, August 6–8 2014.

IEEE Women in Leadership International Conference, “Step Up. Speak Out. Take Over, Lead Forward” Workshop. San Francisco, CA, May 3, 2014.

Barnes & Nobel Book Signing, Supporting Girls as Global Leaders Ban Bossy Campaign. Walnut Creek, CA, April 12–13, 2014.

Harvard Law School, “Women Transforming the World” Celebrating 60 Years of Women in the Law School. Cambridge, MA, September 2013.

Keynote Speaker, Ora Lee Brown Foundation - 25th Anniversary Gala. San Francisco, CA, August 25, 2013.

The Training Institute for Leadership Enrichment (TILE) Leadership

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University - Guest lecture. Spring-Summer 2013. Berkeley, CA

Thompson Reuters Investing Symposium 2013 - Speaker-Panel- Crowdfunding. Boston, MA, April 2013.

Harvard Law School Black Law Student Association LSA Spring Conference
- Panel Speaker - Blacks in the Media (Issa Rae, Debra Martin Chase, Raye Mitchell, Rory Verrett, (NFL). Cambridge, MA, March 2013.

Making Connections - Alameda County Supervisor Keith Carson - Panel Speaker
- A Black Community as One: Intergenerational Relationships. Oakland, CA, February 2013.

Beasts of the Southern Wild Academy Awards Celebration – Host. San Leandro, CA, February 2013.

Justice Sonia Sotomayor: Woman. Empowered. Supreme Court Justice Reception. Wells Fargo. San Francisco, CA, January 2013.

GURLS Rock Dr. King/Inauguration Celebration -“Letters to my Sisters and Brothers”

KGO TV/ ABC 7 News. San Leandro, CA, January 2013.

Techbridge Girls Presentation - Teaching girls to speak in public. Oakland, CA, January 2013.

Winter Youth Retreat -Keynote Speaker - Making Change Worldwide. San Mateo, CA, December 2012.

Women’s Initiative for Self-Employment Graduation Ceremony - Keynote speaker. Oakland, CA, December 2012.

The SoHo Loft Series: 1st Annual American Prosperity and Jobs Symposium - Speaker on panel: Crowd Funding. Irvine, CA, November 2012.

Launch of The MBA Series™ Executive Discussion Forums. Montage Hotel, Beverly Hills, CA, November 2012.

G.U.R.L.S. Rock Leadership Summits, Nationally and Internationally 2010–present

Los Angeles High School Women’s History Month Program. March 2012.

Alameda County Commission on Status of Women, Commencement Ceremonies - Keynote Speaker. May 2011. San Francisco Bay Area.

Harvard Law School, Moderator - Social Impact Ventures and Enterprises. September 2011. Cambridge, MA.

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Recapturing the Vision - Keynote speaker. May 2011.

Mayor Ronald Dellums' Model City Summit on Women: Speaker - The Power of One: Building a Model City. Mimosa Lounge. Oakland, CA Spring 2010

Networking with a Purpose – Speaker. September 2009. Los Angeles, CA.

Connecting Jobseekers with Start-ups – Speaker. August 2009. Beverly Hills, CA

The Leadership Institute for Woman of Color Attorneys in Law & Business, Inc. - Session Leader. March 2009.

Healing to the Beat of Our Inner Drums, City and County of San Francisco, CA- Speaker. October 2008.

Engage Her - Documentary Premier - Panel speaker. October 2008.

Power, Leadership and Change - Keynote speaker. October 2008.

Reception Benefiting Senator Obama - Speaker/Hostess. October 2008.

Celebration 55: The Harvard Law School Women's Leadership Summit - Speaker. September 2008.

Messengers of Hope Awards Ceremony - Keynote speaker. September 2008.

TV and Radio Appearances:

Exclusive Interview by Nikki Thomas, Bay Area Co-host of the Steve Harvey Morning Show, KBLX 102.9 FM. San Francisco, CA, April 12, 2014.

The Michelle Jackson Show, KRXA Radio. Carmel Valley, CA October 28, 2013.

The Mary Jones Show, WDRC-AM. Connecticut, October 8, 2013.

Chat with Women Radio Show. Bellevue, WA, October 3, 2013.

“Express Yourself” WPUL Radio. Daytona, Florida, September 26, 2013.

Black Renaissance TV show, hosted by Dr. Brenda Wade. May 19, 2013.

KQED TV Women's History Month Local Hero. March–April 2012.

Wine on Books. February 2012.

CBS “Eye on the Bay.” February 2011.

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G.U.R.L.S. Rock Power TV. December 2010–June 2011.

Comcast Newsmakers. August 2010.

KRON Morning Show. August 2010.

Morning Radio - Nikki Thomas, KBLX Radio. August 2010 and February 2011.

CBS5 Jefferson Awards, San Francisco, CA, June 2010.

Turner & Company TV Show. Featured guest. September 2008.

“On Giving” - Interview - Indego Africa Foundation. March 2008.

The Bev Smith Show, National Radio Show. September 2007.

America's Premier Lawyers National Radio. Featured guest. February 2007.

Sky Network Radio Interview—Superlawyers. 2008.

Featured Interviews and Articles in Publications:

Our Time to Rise Up.

The Urgent Need to Reconfigure Leadership Platforms for Black Women and Girls. Guest Writer, cover story. *Ready Publications.* Fall 2017.

Interview, Dr. Raye Mitchell, Ban Bossy confidence campaign teaches girls to roar by Breanna Grigsby on March 30, 2014. Pepperdine University Graphic.

Interview, Dr. Raye Mitchell, Campaign looks to 'ban' stereotypes, by Rebecca White, *The Setonian*, Seton Hall University, April 2014.
The National Black Journal, March 2013.

The National Black Journal, April 2012.

Oakland Local 2012.

Patch.com, San Leandro, September 2011.

The Western Edition Magazine, San Francisco, CA. 2010.

Urban Influence Magazine, Raye Mitchell Urban Influencer, April 2008.

Black Enterprise, 1998.