

PRESS RELEASE

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McColl Center for Art + Innovation Names Sheila Mullen as New Director of Innovation Institute

Accomplished Executive and Avid Patron of the Arts Makes it Her Business to Cultivate Creativity in Charlotte and Across the Country

Charlotte, NC; July 2014 – McColl Center for Art + Innovation selected Sheila Mullen, former business consultant and IBM executive, as the Innovation Institute’s new director. Sheila brings more than 20 years of experience in technology sales, marketing and business development, and has served on McColl Center for Art + Innovation board of directors for six years, including as board chair in 2013.

“I am honored and excited to assume the role of Director of the Innovation Institute,” Sheila says. “This role combines my business acumen and expertise with my passion for the arts – and for McColl Center.” Spending the majority of her career in the corporate sector, Sheila describes her involvement in the arts as a much-needed creative outlet, offering a different perspective and thought-provoking experiences.

McColl Center for Art + Innovation offers transformational creativity experiences for individuals through two-day programs designed to enhance creative thinking and problem-solving skills. It also offers creativity methodology through custom programs for groups, teams and companies, ranging from 45-minutes to multiple days, which gives organizations the opportunity to tailor their own training to suit any size or type of audience.

Embodying the essence of the Innovation Institute, Sheila is an entrepreneur at heart. Prior to joining McColl Center, she spent the last six years as an executive consultant and wellbeing coach through her business, Continuous Motion Consulting, working with top-level executives, managers and entrepreneurs on establishing healthy work-life balances. Prior to founding her own consultancy, she was employed at IBM in various business capacities, including account management, and marketing and software sales for some of IBM’s top Fortune 100 clients. A graduate of the Innovation Institute, Sheila has an MS from Queens University in Organizational Development, an Executive MBA from Baldwin Wallace College, and a BA in Human Environment and Design from Michigan State University.

“In her consultancy, Sheila focused on software sales, client management and solving her clients most pressing business challenges”, says Suzanne Fetscher, President + CEO of McColl Center for Art + Innovation. “This combination of career experiences and ongoing engagement with the Center made Sheila the right choice for Director of the Innovation Institute.”

Over the next year, Sheila plans to focus on showcasing the Innovation Institute’s results and benefits, further positioning it as a leader in expanding creative capital among businesses in Charlotte and across the country. “The Innovation Institute offers such a variety of creativity training and experiences for businesses and individuals, delivering results by harnessing resources companies already possess but just need to unleash.” Sheila explains. “Whether companies are looking for a 45-minute session on creativity for their teams or they choose to

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partner with us to host a 10-day retreat focused on groundbreaking thinking, the Innovation Institute is the go-to resource.”

“Our programs are transformative – with participants applying the concepts learned to their activities, tasks and deliverables, on the job, and in every day life. What you learn in the Innovation Institute stays with you when you leave and positively shapes how you live and work in ways most people could never anticipate” Sheila describes.

Since launching in 2005, the Innovation Institute has delivered powerful artist-led programs to more than 50 global companies designed to increase creative capacity. As an artist-led, professionally-facilitated workshop focused on activating and enhancing creativity, the Innovation Institute is establishing itself as a go-to resource for helping participants reconnect with their innate creativity and understand how it feeds innovation, for both individuals and teams.

“The Innovation Institute is a valuable resource for our community – both locally and nationally,” Sheila said. “I look forward to partnering with the amazing staff at McColl Center to build on its successes and take it to the next level – reaching more people, changing more lives and making our community a stronger, richer place to live. There truly is magic found in the walls of the physical building we occupy and the secret sauce is made up of the dynamic people involved in the organization. With this combination, the future is bright at the Innovation Institute and I’m thrilled to be a part of it.”

More About McColl Center for Art + Innovation

The Innovation Institute was founded in 2005 by McColl Center for Art + Innovation President + CEO, Suzanne Fetscher. Her vision was to forge a connection around the topic of creativity between the corporate community of Charlotte and McColl Center for Art + Innovation, a leading artist in residency program. She recognized that artists, who live and breathe the creative process as part of daily life, could provide a uniquely meaningful contribution to corporations and other organizations seeking to instill creativity and innovative ideas among their leaders. The Innovation Institute was the result, where the innovative minds of corporate and community leaders and successful career artists can come together to transform how business people apply the creative process to corporate problem solving.

More information: mccollcenter.org.

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