

Gamma Phi Beta Recognizes Annie Mitchell With Carnation Award

July 9, 2024



Centennial, CO – Gamma Phi Beta presented Annie Mitchell (Puget Sound) with the prestigious Carnation Award at the Sorority’s 81st Convention in Chicago, Illinois. The award recognizes members whose outstanding achievements in fields outside the Sorority have brought them honor or great distinction. Mitchell graduated from the University of Puget Sound, where she was initiated into Gamma Epsilon Chapter of Gamma Phi Beta. She also earned an MBA and master’s degree in finance from the University of Denver.

Mitchell is a seasoned finance executive in the retail industry, having worked with both emerging brands like eBags and Gymshark and global giants like Gap and adidas. She currently serves as the chief financial officer at Allbirds, a global company renowned for its footwear and apparel made from naturally derived materials. Under Mitchell's leadership, her team demonstrates that purpose and profitability can coexist, proving that a sustainable footwear brand is achievable. With

over 20 years in finance, Mitchell has consistently led organizations through strategic transformations, driving significant growth. For her, maintaining the status quo is never an option.

Outside of work, Mitchell enjoys spending time in the vibrant landscape of Colorado, especially during the winter ski season. In 2023 alone, she logged more than 775,000 vertical feet of skiing.

Since 1974, Gamma Phi Beta has presented the Carnation Award to members who excel in their careers and positively represent themselves and the Sorority. The award recognizes impressive personal accomplishments and identifies role models within the organization. This year’s additional Carnation Award winners are Dr. Callie Cox Bauer (Minnesota-Twin Cities), Cheryl Darcel Gunter (Tennessee-Knoxville) and Muriel Lipsey Smith (Manitoba).

About



Gamma Phi Beta was founded on November 11, 1874, at Syracuse University by four bold and courageous women. The Sorority's mission is to build confident women of character who celebrate sisterhood and make a difference in the world around us. Headquartered in Centennial, Colorado, the Sorority has chartered 190 collegiate chapters across the United States and Canada and has more than 250,000 initiated members.



9155 E. NICHOLS AVE. SUITE 330 CENTENNIAL, CO 80112

T: 303.799.1874 | F: 303.799.1876

GAMMAPHIBETA.ORG