

# Candace Victoria Mitchell: Pioneering Tech Entrepreneur and Innovator

**Candace Victoria Mitchell** is a pioneering force at the intersection of technology, entrepreneurship, and purpose-driven innovation. Beginning at the start of establishing the Atlanta tech ecosystem, Candace's journey as a computer scientist, visionary entrepreneur, and change agent is marked by a profound commitment to transforming lives, businesses, industries, and communities.

As the Founder & CEO of MYAVANA, a groundbreaking beauty tech company, Candace pioneered a new market segment of personalized hair care and spearheaded a revolution in the haircare industry. With a mission to transform the hair industry through science and technology, MYAVANA offers a patent-pending, proprietary personalized hair care recommendation system that leverages AI to analyze your unique hair strands and instantly match you to the right products for your hair goals, eliminating trial and error and establishing a Unique HairID for every consumer on their hair journeys. This revolutionary approach, coupled with their comprehensive hair health analysis kit, similar to "23&me for your hair", empowers consumers to make informed decisions on products, ingredients, regimens, and stylists tailored to their unique hair texture, type, and condition, accessible in a web and mobile digital hair profile.

Under Candace's leadership, MYAVANA has pioneered HairAI™ image recognition for textured, multicultural hair and amassed the world's largest database of hair care data. Trusted by industry giants like Ulta, Unilever, Sephora, and Amazon, MYAVANA's scientific methodology stands as a beacon of innovation and reliability for all hair textures and ethnicities, becoming the healthy hair authority in the beauty industry.

Candace's trailblazing contributions have garnered widespread recognition, including induction into the Georgia Tech College of Computing Hall of Fame as a Rising Star, 2023 Beauty Matters Innovator of the Year, and WWD's Top 50 Beauty Innovators. She has been celebrated on platforms like Forbes, Bloomberg, CNN, CNBC, and Cheddar News Women's History Month spotlight on the New York Stock Exchange trading floor.

As a graduate of the Georgia Institute of Technology with a Bachelor's degree in Computer Science, Candace's commitment to excellence extends beyond her entrepreneurial pursuits. Named on Georgia Tech's Top 40 Under 40 Alumni list, she is deeply invested in giving back to transform the communities around her. Through her consulting firm, CVM Worldwide, Candace empowers entrepreneurs to build generational wealth and sustainable businesses through expertise and execution support in partnership with colleges, universities, and economic development agencies, impacting minority business owners globally.

Her dedication to holistic success is exemplified in her debut book, "The Shift" and media platform "Shift TV" which offers entrepreneurs the spiritual insights needed to navigate and thrive on their journeys. Candace embodies a rare blend of visionary leadership, technological innovation, and compassionate entrepreneurship, leaving an indelible mark on industries and hearts alike.