



Media Contact

Kimberly N. Holden
Executive Director, Marketing & Public Relations
706.771.4819
kimberly.holden@augustatech.edu

Sheffie Robinson appointed as Executive Director for Accelerate Augusta

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Augusta Technical College has appointed Ms. Sheffie Robinson as the Executive Director for Accelerate Augusta.

An Augusta native and visionary leader in academia, technology, and business, Robinson brings over 25 years of experience in software engineering, entrepreneurship, and education to this vital role.

Sheffie holds an MBA from Georgia Southern University and a BA in Sociology from Thomas Edison State University, and she is currently pursuing a Doctor of Business Administration in Human Resources. She also holds certifications as a Project Management Professional (PMP®), Six Sigma Green Belt, and Certified Workforce Development Professional.



As CEO and CTO of Shamrock, an AI-powered workforce development platform, Robinson has demonstrated a passion for bridging the education-to-industry gap, empowering high school students through micro-internships, apprenticeships, and skills development. Beyond her professional endeavors, Sheffie has co-founded Bantunium Labs and Bantunium Ventures, initiatives that empower underrepresented communities through business boot camps and micro-investments. She is also a seasoned mentor, guiding startups through programs like the Founder Institute, 3 Day Startup, Startup Runway, and Comcast's The Farm.

Robinson's accolades include recognition as a recipient of the Google for Startups Black Founders Fund, the U.S. National Science Foundation SBIR Phase I grant, and Beyonce's BeyGOOD x NAACP Black-owned Small Business Impact Fund. She has also been honored as a Top 10 Under 40 and Top CEO by the *Mississippi Business Journal*.

Her community involvement includes serving as President of the T.W. Josey High School Alumni Foundation and mentoring startups through programs

like Founder Institute and Comcast's The Farm.

"Coming home to Augusta to lead Accelerate Augusta is deeply personal for me. This city shaped my roots and my dreams, and now I have the chance to give back by helping other dreamers turn their ideas into lasting success. I believe in the power of small businesses to transform communities, and I'm excited to build something that will make a lasting impact right here in the place I'll always call home," stated Robinson.

Accelerate Augusta, a small business incubator and microenterprise center made possible by Augusta Tech's partnership with the Downtown Development Authority of Augusta, is housed in the renovated I. M. Pei Building, situated in the heart of Downtown Augusta. The center will offer essential resources, mentorship, and opportunities for growth.

"We are thrilled to welcome Ms. Robinson as the inaugural Executive Director of Accelerate Augusta," said Julie Langham, Vice President for Economic Development. "Her proven leadership, passion for entrepreneurship, extensive expertise and deep commitment to workforce and community development make her the ideal leader to advance our mission, and we are confident that she will be instrumental in launching and shaping the future of Accelerate Augusta. Under her guidance, Accelerate Augusta will make a lasting impact on the local community, the region, and beyond."

Ms. Robinson's effective start date is December 16, 2024.

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About Augusta Technical College

Augusta Technical College, a unit of the Technical College System of Georgia, is a public postsecondary institution that provides academic and technical education, customized business and industry training, continuing education, student support, economic development, and adult education services to its service area (Burke, Columbia, Lincoln, McDuffie, and Richmond Counties) at a competitive financial value. Associate of Science Degrees, Associate of Applied Science Degrees, diplomas, and technical certificates of credit are provided through traditional and distance delivery methods. For more information, visit augustatech.edu.

Augusta Technical College | 3200 Augusta Tech Drive, Augusta, GA 30906 | 706.771.4028 | augustatech.edu

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