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**CREATE CAMPAIGN SEEKS NEW LEADERSHIP AS FOUNDER FOCUSES ON
GROWING PRIVATE ENTERPRISE**

(Wichita, KS) — Create Campaign, Inc. is searching for the organization’s next executive director as its founding President/CEO, Christina Long, concludes 11 years of providing transformational leadership helping small, diverse and local entrepreneurs to more successfully launch and grow businesses.

The transition from Create Campaign allows Long to fully focus on growing her national portfolio of clients through CML Collective, a strategic communications and design firm Long founded and has operated since 2013.

“Being at the helm of Create Campaign has been among the most defining work of my life,” Long said. “Create Campaign’s methods work. Our impact is clear. Entrepreneurs are thriving and the organization is ready to enter its next phase of service.”

Founded as a half-day entrepreneurial forum in 2015, Create Campaign is a trusted nonprofit providing nationally-recognized entrepreneurship education, technical assistance and funding services to more than 1,500 startups and growth-oriented businesses in Wichita and beyond.

Under Long’s leadership, Create Campaign has approved nearly \$1.5 million in business capital through its own microloan program and partner funds; transformed a vacant bank building into an entrepreneurial hub in central-northeast Wichita through a \$500,000 facility renovation; launched a comprehensive commercial kitchen incubator with city and statewide partners earning its participants \$60,000 in marketing, coaching and other support; became the exclusive statewide license holder to offer the nationally-recognized Spark Community Business Academy curriculum to Kansans and scaled Create Campaign’s services, available in English and Spanish, to Topeka, Kansas City and Salina at various points in the organization’s history.

Create Campaign has been recognized by the Wichita Business Journal for its ground-breaking work and Long's organizational leadership earned accolades from the Kansas Department of Commerce.

"While her legacy here is strong, we are confident that she has created a lasting culture and impression on many, and this will enable us to take the organization to even higher levels in the future," said Mitch Binns, Business Unit Leader, McCownGordon Construction who serves as Create Campaign's Board Chair. "We wish Christina well in her new endeavors, and know that she will be even more successful in the future as she builds on her own learnings these last 11 years."

Ti'Juana Hardwell, Create Campaign's Spark Program Director, will serve as the organization's interim executive director until a permanent leader is named. Wichita-based Good Works Talent is leading the search and Create Campaign has assembled a search committee that includes Create Campaign board members, area business leaders and entrepreneurs.

Hardwell, founder of Mamarazzi Communications, attended the inaugural Create Campaign Forum in 2015 then, in 2022, joined Create Campaign as a Spark Instructor. Hardwell has provided entrepreneurship education, coaching and instruction through each cohort of Spark until 2025 when Create Campaign named Hardwell the Spark Program Director.

"I was fortunate to be among the first group of entrepreneurs the organization served, and I consider it an honor to now assist with this transition," Hardwell said. "Everyone who serves this organization has a shared understanding that entrepreneurship has the power to transform lives and strengthen communities. That motivates us to continue the strong foundation Christina Long established to help entrepreneurs launch, innovate and grow."

Information regarding the search can be found at createcampaignks.com/careers or goodworkstalent.com/job-openings/.

Create Campaign, Inc. is a business development nonprofit that is advancing economic impact through entrepreneurship. With a sole focus on building strong businesses, Create Campaign and its partners are closing gaps and removing barriers of entry to ensure that entrepreneurs have access to resources and knowledge to experience the fullness of business ownership in ways that can lead to generational wealth and sustainability. Visit: www.createcampaignks.com.

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