

Donna P. Mitchell

FOUNDER, THE TRANSFORMATION AUTHORITY™

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FORBES BUSINESS COUNCIL MEMBER | SENIOR EXECUTIVE HEALTHCARE THINK TANK MEMBER

PRESS & MEDIA KIT

For Producers, Editors & Program Chairs

49 Years ENTERPRISE TRANSFORMATION	150,000+ PROFESSIONALS ENABLED	120+ Eps IAB-CERTIFIED PODCAST
64 COUNTRIES · LISTENER REACH	5 INDUSTRIES · CROSS-SECTOR SPAN	\$7.2B PORTFOLIO MANAGED

ABOUT DONNA

Donna P. Mitchell is The Transformation Authority™ — a Forbes Business Council Member, Senior Executive Healthcare Think Tank Member, and author of *Pivoting to Technology Adoption: Mind the Gap*. Across 49 years, she has navigated enterprise transformation in telecommunications, aviation, airline management, healthcare & pharmaceutical, and emerging technologies — from the Bell System to blockchain.

She educates enterprise, healthcare, and mission-driven leadership teams on the people side of technology adoption, and hosts the IAB-certified podcast *Pivoting to Technology Adoption*, with 120+ episodes reaching listeners in 64 countries. Her work has enabled 150,000+ professionals to adopt technology without losing the human infrastructure that makes it work.

Forbes Business Council Member · Senior Executive Healthcare Think Tank Member · C-Suite Network Contributor

INTERVIEW & SPEAKING TOPICS

01

Why 70% Fail: The Adoption Gap Every Executive Must Close

For corporate leaders, board members, and transformation teams.

02

Technology Adoption in Healthcare: Leading Change Without Losing Trust

For hospital administrators, CMOs, CIOs, and healthcare boards.

03

Mission-First Digital Transformation: Technology That Serves Your Calling

For mission-driven organization leaders and faith-based institution boards.

FOR BOOKING, INTERVIEWS & MEDIA INQUIRIES

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SUGGESTED INTERVIEW QUESTIONS

Ready-to-Use Angles for Producers & Hosts

- Why do 70% of technology transformations fail — and why is it almost never the technology?
- What does the “adoption gap” actually look like inside an organization, and how do leaders miss it?
- You’ve worked across five industries, from the Bell System to blockchain — what carries over, and what doesn’t?
- Healthcare has some of the most siloed data of any industry. What does responsible technology adoption look like there?
- How should executives prepare their workforce before they buy the platform, not after?
- What’s the most expensive adoption mistake you’ve seen a leadership team make?
- For mission-driven and faith-based organizations, how does transformation differ from the corporate playbook?

BOOK & PODCAST

THE BOOK

Pivoting to Technology Adoption: Mind the Gap

Available on Amazon in Kindle, Paperback, and Hardcover.
amazon.com/dp/B0GP3CWH2H

THE PODCAST

Pivoting to Technology Adoption

IAB-certified · 120+ episodes · 64 countries.
Apple Podcasts · Spotify · Amazon Music · iHeartRadio

HEADSHOTS, LOGOS & BRAND ASSETS

High-resolution headshots (executive, close-up, transparent, black background, and on-stage), the Mitchell Universal Network and The Transformation Authority™ logos, and the Forbes Business Council member badge are available on the Press page download library at pivotingportal.com. For specific formats or print-resolution files, contact the office.

APPROVED CREDENTIALS

Forbes Business Council — Member (2024–) · Senior Executive Healthcare Think Tank — Member (2026–) · C-Suite Network — Contributor (2025–) · Author, *Pivoting to Technology Adoption* (Amazon, 2026) · Master of Divinity, Christ the King Seminary · UC Berkeley Haas (Blockchain & Cryptocurrencies) · Northwestern Kellogg (Digital Marketing Strategies: AI & Analytics).

CONNECT

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