

Donna P. Mitchell

KEYNOTE SPEAKER · EXECUTIVE EDUCATOR · THE TRANSFORMATION AUTHORITY™



70% of technology transformations fail. Donna closes the gap.

Forbes Business Council Member and Senior Executive Healthcare Think Tank Member. Author of *Pivoting to Technology Adoption: Mind the Gap* (Amazon, 2026). 49 years of enterprise transformation across aviation, airline, telecommunications, healthcare & pharmaceutical, and emerging technology. Host of *Pivoting to Technology Adoption* — IAB-certified podcast with 120+ episodes, listeners in 64 countries.

SIGNATURE KEYNOTES

01

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

60-90 MIN | C-SUITE & SENIOR LEADERSHIP

For corporate leaders, board members, and transformation teams.

02

Technology Adoption in Healthcare: Leading Change Without Losing Trust

60-90 MIN | HEALTHCARE LEADERSHIP

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

03

Mission-First Digital Transformation: Technology That Serves Your Calling

60-90 MIN | NONPROFIT & FAITH-BASED LEADERSHIP

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

Donna establishes extremely high standards for performance and is extraordinarily professional, thorough, and well-organized in all interactions.

M. TODD WALLACE — MANAGING DIRECTOR,
SABRE

DELIVERY FORMATS

- Keynote (60-90 minutes)
- Executive Briefing (smaller groups)
- Workshop (2-3 hours, interactive)
- Panel Participation
- Fireside Chat

All engagements currently delivered virtually to national and international audiences.

INVESTMENT

Keynote **\$15K – \$30K**

Healthcare Workshop **\$25K – \$50K**

Custom packages available.

FEATURED 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 (2019)
- **UC Berkeley Haas** — Blockchain & Cryptocurrencies (2023)
- **Northwestern Kellogg** — Digital Marketing Strategies: AI & Analytics (2020)

Donna's extensive industry knowledge and platform skills reflect confidence, commitment, and an exceptional ability to connect with her audience.

ED SMITH — MANAGER, SALES EDUCATION & DEVELOPMENT, US AIRWAYS

**BOOK
DONNA**

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