

Five Industries. Four Transformations. One Guide.

50-Word Bio

Donna P. Mitchell is The Transformation Authority™, a Forbes Business Council member with 48 years of Fortune 500 experience across five industries and four major technology transformations. She shows leaders why 70% of technology initiatives fail and what the successful 30% do differently.

100-Word Bio

Donna P. Mitchell is The Transformation Authority™, a Forbes Business Council member and executive educator with 48 years of Fortune 500 transformation experience. She has lived through four major technology disruptions across five industries: telecommunications, aviation, airline, healthcare/pharmaceutical, and Web3/AI.

Her insight: 70% of technology transformations fail not because of the technology, but because of adoption. Donna shows leadership teams how to close the adoption gap that derails most initiatives.

She holds executive certifications from Northwestern Kellogg (Digital Marketing Strategies: AI & Analytics) and UC Berkeley Haas (Blockchain and Cryptocurrencies).

250-Word Bio

Donna P. Mitchell is The Transformation Authority™, a Forbes Business Council member and executive educator who has spent 48 years living through technology transformation. Her career spans five industries: telecommunications, aviation, airline, healthcare/pharmaceutical, and Web3/AI. She lived through four major technology disruptions: the Bell System divestiture (1984), airline deregulation (1978), digital transformation, and the current AI/blockchain convergence.

Her central insight drives everything she teaches: 70% of technology transformations fail not because of the technology, but because of adoption. Donna shows leadership teams how to close the adoption gap that derails most initiatives.

During 22 years at US Airways, she managed a \$7.2 billion client portfolio with a \$177 million operational budget and trained over 30,000 employees in change management and technology adoption. At Johnson & Johnson, she oversaw 300+ specialized healthcare accounts across 16 years, focusing on digital transformation initiatives. She discovered that airline Passenger Name Record (PNR) architecture became the foundation for healthcare Electronic Health Records (EHR) systems—insight that bridges her industry experience.

She holds executive certifications from Northwestern Kellogg School of Management (Digital Marketing Strategies: Data, Automation, AI & Analytics, 2020) and UC Berkeley Haas School of Business (Blockchain and Cryptocurrencies, 2023).

Donna is a Senior Executive Blockchain Think Tank contributor, host of the Pivoting to Web3 podcast, and serves on the Board of Trustees for Catholic Charities of Buffalo.

Speaking Investment: \$10,000 – \$15,000

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Full Biography

Donna P. Mitchell is The Transformation Authority™, a Forbes Business Council member and executive educator who has spent 48 years living through the most significant technology transformations of our time.

Her career spans five industries: telecommunications, aviation, airline, healthcare/pharmaceutical, and Web3/AI. She lived through four major technology disruptions: the Bell System divestiture (1984), airline deregulation (1978), digital transformation, and the current AI/blockchain convergence.

Her central insight drives everything she teaches: 70% of technology transformations fail not because of the technology, but because of adoption. The statistic has not changed in 20+ years despite billions invested in new tools, platforms, and systems. Technology keeps advancing. Failure rates stay constant. Donna shows leadership teams how to close the adoption gap that derails most initiatives.

During 22 years at US Airways, she managed a \$7.2 billion client portfolio with a \$177 million operational budget and trained over 30,000 employees in change management and technology adoption. She pioneered electronic ticketing infrastructure, IVR/VRU systems, and early online travel platforms.

At Johnson & Johnson, she oversaw 300+ specialized healthcare accounts across 16 years, focusing on digital transformation initiatives. She discovered that airline Passenger Name Record (PNR) architecture became the foundation for healthcare Electronic Health Records (EHR) systems. The same adoption challenge, different industry.

Today, Donna delivers executive briefings and workshops across three sectors: Corporate (Fortune 500 operations), Healthcare (hospital systems, physician networks), and Mission-Driven organizations (faith-based, nonprofits). Her three-sector expertise provides unique perspective on how different organizational cultures approach technology adoption.

She holds executive certifications from Northwestern Kellogg School of Management (Digital Marketing Strategies: Data, Automation, AI & Analytics, 2020) and UC Berkeley Haas School of Business (Blockchain and Cryptocurrencies, 2023).

Donna is a Forbes Business Council member, Senior Executive Blockchain Think Tank contributor, and C-Suite Network contributor. She hosts the Pivoting to Web3 Podcast with 250K+ views across 38 countries. She serves on the Board of Trustees for Catholic Charities of Buffalo.

FIVE INDUSTRIES:

Telecommunications (NY Telephone/Bell System) | Aviation (Syracuse Hancock International Airport) | Airline (US Airways, 22 years) | Healthcare/Pharma (J&J Janssen) | Web3/AI/Blockchain

FOUR TRANSFORMATIONS:

Divestiture (Bell System, 1984) | Deregulation (Airline industry, 1978) | Digital Transformation | AI/Blockchain/Web3 (current wave)

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Speaking Investment: \$10,000 – \$15,000

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