DONNA P. MITCHELL

THE TRANSFORMATION AUTHORITY™

"Five Industries. Four Transformations. One Guide."

Executive Educator | Technology Adoption & Change Management | Forbes Business Council

EXECUTIVE SUMMARY

Donna P. Mitchell is an Executive Educator and Technology Adoption specialist with 48 years of transformation experience across five industries: telecommunications, aviation, airline, healthcare/pharma, and Web3/AI. She teaches Fortune 500 executives and healthcare leaders how to close the adoption gap, the real reason 70% of technology transformations fail.

From Bell System to Blockchain, Donna has lived through four major transformation types, not as an observer, but as an operator. She managed a $7.2B portfolio with $177M operating budget at US Airways, trained 30,000+ employees using Disney Institute methodologies, and served on integration teams for the PSA and Piedmont mergers.

THE DIGITAL TRANSFORMATION LEGACY

Airlines pioneered the digital systems every industry later adopted. Donna helped build these systems from the ground up:

- **IVR/VRU Systems:** Designed call flow architecture from scratch, saving $31M+
- **Electronic Records:** PNR (Passenger Name Record) became the model for healthcare's EHR
- **E-Commerce:** Member of team that achieved USAirways.com #1 industry position
- **Global Distribution:** Managed Sabre, Apollo, Galileo, Amadeus, Orbitz, Expedia, Priceline
- **Loyalty Programs:** Frequent Flyer Development Team (one of industry's earliest)

Then watched healthcare adopt the same architecture. She has seen this transformation twice.

THE FOUR TRANSFORMATIONS

- **1. Divestiture:** Inside Bell System before 1984 AT&T breakup
- **2. Deregulation:** Airline industry 1978; watched Eastern, Pan Am, TWA, Braniff disappear
- **3. Digital Transformation:** Built legacy-to-digital systems in airline; watched same pattern in healthcare
- **4. AI/Blockchain/Web3:** Current emerging technology adoption wave

CAREER HISTORY

Mitchell Universal Network LLC, Founder & CEO

2019 to Present | Buffalo, NY

- Executive advisory for Fortune 500 and healthcare systems navigating AI, blockchain, digital transformation
- Proprietary frameworks for organizational transformation and executive reinvention
- Host, Pivoting to Web3 Podcast: 250K+ YouTube views across 38 countries

Johnson & Johnson (Janssen Pharmaceuticals), Sales Representative

2003 to 2019 | 16 Years | Western NY / Northern PA

- Managed 300+ healthcare accounts: hospital systems, specialists, primary care
- Communicated complex science and technology to physicians and healthcare administrators
- Witnessed healthcare adopt same digital transformation patterns from airline industry
- Ortho-McNeil-Janssen Team Award (2010)

US Airways, Multiple Roles Over 22 Years

1979 to 2001 | Syracuse → Winston-Salem → Pittsburgh → Winston-Salem → Boston → Arlington

Final Role: Project Manager, e-Commerce & Global Distribution (Arlington, VA)

- $7.2B client portfolio; $177M operating budget responsibility
- Led cross-functional global teams across Sabre, Apollo, Galileo, Amadeus, Orbitz, Expedia, Priceline
- Project Manager, Interline Electronic Ticketing: Joint development initiative with United Airlines
- USAirways.com #1 industry position in customer satisfaction (NPD, Gomez, eMarketer, July 2001)

Key Achievements Across 22-Year Tenure:

- IVR/VRU Systems: Designed call flow architecture from scratch based on frontline insight; saved $31M+
- Trained 30,000+ employees using Disney Institute 'Creating Impressions of Excellence' methodologies
- PSA Merger Integration Team (1988); Piedmont Merger Integration Team (1989)
- Selected by President Rakesh Gangwal for Flight Operations Leadership Development Program
- Frequent Flyer Program Development Team (one of industry's earliest loyalty programs)
- Created Rewards & Recognition Program (1995); Reservations Sales Monthly publication (1996)
- Corporate Security Team: Selected for Unabomber Response (mid-1990s)
- 9/11 Command Center Operations through national crisis until displacement (Sept 29, 2001)
- Survived approximately 9 reorganizations through constant industry transformation

EARLIER CAREER

Syracuse Hancock International Airport, Department of Aviation

1977 to 1979 | Administrative Assistant to Commissioner of Aviation

- Led capital expenditure project for baggage handling infrastructure
- Ground transportation, terminal contracts, landing rights, crash/fire/rescue coordination
- Recruited by BOTH Allegheny Airlines AND American Airlines based on demonstrated capability

New York Telephone, Business Services

1977 | USOC Order Writer

- Inside Bell System monopoly before 1984 AT&T divestiture

CREDENTIALS & AFFILIATIONS

- Forbes Business Council Member
- C-Suite Network Contributor
- Senior Executive Blockchain Think Tank (Invited Member)
- Board of Trustees, Catholic Charities of Buffalo: Strategic Planning & Audit Committees
- Host, Pivoting to Web3 Podcast: 250K+ views, 38 countries

EXECUTIVE EDUCATION

- UC Berkeley, Haas School of Business: Blockchain & Cryptocurrencies (2023)
- Northwestern University, Kellogg: Digital Marketing Strategies: Data, Automation, AI & Analytics (2020)
- Syracuse University, Whitman School of Management: BS Marketing
- Christ the King Seminary: MDiv (2019); MAPM (2011)

QUICK REFERENCE

Career:	48 years	Budget:	$177M	Five Industries:
Industries:	5	Trained:	30,000+	Telecom, Aviation, Airline, Healthcare/Pharma, Web3/AI
Transformations:	4	Accounts:	300+	
Portfolio:	$7.2B	Reach:	38 countries	

"I don't teach transformation from theory. I teach it from pattern recognition across 48 years, from Bell System to Blockchain."

Office@DonnaPMitchell.com | 716-628-9572 | DonnaPMitchell.ai