

DONNA P. MITCHELL

THE TRANSFORMATION AUTHORITY™

Executive Educator | Strategic Advisor | Forbes Business Council Member



70% of technology transformations fail.

I teach leadership teams how to join the 30% who succeed.

Five Industries | Four Transformations | 48 Years | \$7.2B Portfolio | 30,000+ Trained

MEDIA KIT 2025

EXECUTIVE BIOGRAPHY

Donna P. Mitchell is The Transformation Authority™, an Executive Educator specializing in technology adoption and change management. 70% of technology transformations fail. After 48 years navigating Fortune 500 transformations across five industries, managing \$7.2B portfolios with \$177M operating budgets, and training 30,000+ employees, Donna teaches leadership teams how to close the adoption gap.

She has lived through four major transformation types: Divestiture (Bell System), Deregulation (Airline), Digital Transformation (legacy-to-digital systems), and AI/Web3. She pioneered electronic ticketing, IVR/VRU systems, and early online travel platforms at US Airways. At Johnson & Johnson, she spent 16 years helping physicians adopt new treatments. 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).



CREDENTIALS & AFFILIATIONS

- Forbes Business Council Member
- Senior Executive Blockchain Think Tank
- C-Suite Network Contributor
- Catholic Charities Buffalo - Board of Trustees
- Northwestern Kellogg: Digital Marketing, AI & Analytics (2020)
- UC Berkeley Haas: Blockchain & Cryptocurrencies (2023)
- MDiv: Christ the King (2019); MAPM (2011)
- Host, Pivoting to Web3 Podcast (250K+ views, 38 countries)

50-WORD BIO

Donna P. Mitchell is The Transformation Authority™, an Executive Educator who helps leadership teams close the technology adoption gap. With 48 years across five industries and four transformation types, managing \$7.2B portfolios and training 30,000+ employees, she delivers frameworks that ensure adoption success. Forbes Business Council Member.

100-WORD BIO

Donna P. Mitchell is The Transformation Authority™, an Executive Educator specializing in technology adoption and change management. 70% of technology transformations fail, not because of the technology, but because of adoption. After 48 years navigating four transformation types across five industries, managing \$7.2B portfolios with \$177M operating budgets, and training 30,000+ employees, Donna teaches leadership teams how to close the adoption gap. She pioneered electronic ticketing infrastructure at US Airways and spent 16 years at Johnson & Johnson helping physicians adopt new treatments. Today she delivers executive briefings across corporate, healthcare, and mission-driven sectors. Forbes Business Council Member. Host, Pivoting to Web3 Podcast.

250-WORD BIO

Donna P. Mitchell is The Transformation Authority™, an Executive Educator specializing in technology adoption and change management. 70% of technology transformations fail. After 48 years navigating four transformation types across five industries, managing \$7.2B portfolios with \$177M operating budgets, and training 30,000+ employees, Donna helps executives close the technology adoption gap without compromising operations or culture. Her transformation experience spans Divestiture (Bell System), Deregulation (Airline industry), Digital Transformation (legacy-to-digital systems in airline, then healthcare), and AI/Web3. She pioneered electronic ticketing infrastructure, IVR/VRU systems, and early online travel platforms at US Airways. At Johnson & Johnson, she spent 16 years helping physicians adopt new treatments. 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. Donna holds executive certifications from Northwestern Kellogg (Digital Marketing, AI & Analytics) and UC Berkeley Haas (Blockchain & Cryptocurrencies). She serves on the Board of Trustees for Catholic Charities of Buffalo and is a Forbes Business Council Member, Senior Executive Blockchain Think Tank member, and C-Suite Network Contributor. She hosts the Pivoting to Web3 Podcast with 250K+ views across 38 countries.

SIGNATURE KEYNOTES & EXECUTIVE BRIEFINGS

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

Technology investments keep failing at the same rate, 70%, whether it's AI, blockchain, ERP systems, or digital transformation. The technology changes; the failure rate doesn't. This keynote reveals why, and what the 30% who succeed do differently.

IDEAL FOR: C-suite leaders, HR executives, change management teams

Technology Adoption in Healthcare: Leading Change Without Losing Trust

Healthcare technology adoption carries unique stakes: patient safety, clinician burnout, regulatory compliance. This session addresses the human factors that determine whether your technology investment improves care or creates chaos.

IDEAL FOR: Healthcare executives, CNOs, CMIOs, clinical leadership

Mission-First Digital Transformation: Technology That Serves Your Calling

Technology adoption doesn't require value compromise. Drawing on Fortune 500 experience and Master of Divinity education, this session helps mission-driven leaders evaluate which innovations serve their calling.

IDEAL FOR: Nonprofit executives, faith-based leaders, board members

The Convergence Imperative: AI-Blockchain Integration for Leaders

AI diagnostic tools are proliferating. Patient data is more vulnerable than ever. This briefing shows executives how blockchain creates tamper-proof audit trails for AI decisions while maintaining compliance.

IDEAL FOR: Technology executives, CIOs, compliance officers

WHAT CLIENTS & COLLEAGUES SAY

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

— **M. Todd Wallace**, Managing Director, Sabre

"Her insight and astute ability to make hard concepts seem simple is a gift. Her audience will enjoy her style and calm presence to flesh out concepts that many people don't understand."

— **Noble Drakolin**, Founder & CEO, BandRoyalty

"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

"Her communication skills and ability to speak about complex business topics was a particular strength. I was consistently impressed by her knowledge and professional enthusiasm."

— **Janice Cochrane**, Operations Manager, US Airways

"She knows technology backwards and forwards, is clearly well-prepared yet lets the conversation develop organically, and added significant value to the conversation."

— **Thomas J. Daley**, Attorney at Law L.L.C.

"Her deep experience in deploying information technology solutions is quite an asset. Helping organizations define and deploy practical usage of AI & Web 3.0 technologies."

— **Kerry L. Bass, MBA, MBB, PMP**, Founder & CEO, Potential to Reality Consulting

PUBLISHED INSIGHTS & EXPERT COMMENTARY

FORBES BUSINESS COUNCIL



20 Ethical Considerations For Business Leaders Making Big Decisions

Forbes Business Council | January 2025

"Leaders must take a holistic approach, considering the impact of decisions on all stakeholders. By prioritizing integrity and well-being, leaders balance profit with

Managing A Diverse Team? 18 Leadership Tips For Success

Forbes Business Council | January 2025

"Foster respect and empathy by encouraging all voices and embracing cultural differences. Collaboration is vital, especially in global, cross-functional teams."

20 Ways Leaders Can Remain Focused And Grounded

Forbes Business Council | December 2025

"I stay grounded by asking, 'Would this offend my highest values?' When pressure mounts, prioritize integrity over income and service over status."

SENIOR EXECUTIVE BLOCKCHAIN THINK TANK

Blockchain Minus the Hype: Most Promising Developments

Senior Executive | July 2025

"Enterprises are achieving cost reductions of 60 to 80% in contract processing and compliance reporting."

Balancing Blockchain Governance With Decentralization

Senior Executive | August 2025

"Private or consortium blockchains provide the security and control enterprises require, while smart contracts automate compliance."

Blockchain Myths Business Leaders Still Believe

Senior Executive | August 2025

"The most successful implementations are often invisible to end users but powerful behind the scenes."

INDUSTRY ENDORSEMENT

"Donna leads with such authenticity that it inspires trust naturally. She's not just part of the conversation; she's helping shape it. Donna is a visionary, a compelling communicator, and someone I'm proud to call a collaborator and ally."

— Rich Bornstein, Emmy-Nominated Producer & Strategist, Bornstein Media

SELECT SPEAKING ENGAGEMENTS

OPEN Global Women Annual Summit 2025

"Dialogue on Transformation, Resilience & Inclusive Leadership"

Panelist with Noureen Syed (Info-Tech Research Group) and Zahra Shah (NexaQuanta)

Virtual | November 2025

Business Xcelerate Summit (Lagos, Nigeria)

"AI: Leveraging Technology for Business Transformation"

International keynote for African business leaders

Virtual | July 2024

BREATHE! Convention, Women in Tech Track

"Blockchain Pioneers: Women at the Forefront of Business Innovation"

Panelist, Las Vegas World Market Center

Las Vegas, NV | September 2023

The Leverage Conference

"Why Systems Are Important to Your Quality of Life"

Speaker lineup for Authors & Entrepreneurs

Virtual | 2022

WHAT EVENT ORGANIZERS SAY

"We look forward to having you as a C-Suite Radio Headliner!"

— Karl Post, C-Suite Network

"Your profile is now live on our website as a featured speaker."

— BREATHE! Convention

"We are truly grateful for your contributions. It was an incredible experience."

— Ingenium Concept Ltd., Business Xcelerate Summit

MEDIA REACH

Pivoting to Web3 Podcast | 97+ Episodes | 250K+ YouTube Views | 38 Countries



BOOK DONNA

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SPEAKING INVESTMENT
\$10,000 - \$15,000

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"I've been on both sides: leading transformation AND being displaced by it."

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