

# DONNA P. MITCHELL

## THE TRANSFORMATION AUTHORITY™

Executive Educator | Strategic Advisor | Forbes Business Council Member  
Host, Pivoting to Web3 Podcast | 90+ Episodes | 250K+ Views | 38 Countries



### THE 70% PROBLEM

70% of technology transformations fail, not because of the technology, but because of adoption. Donna shows the 30% how to succeed.

### SIGNATURE KEYNOTES

- **Why 70% Fail: The Adoption Gap**  
Every Executive Must Close
- **Technology Adoption in Healthcare:**  
Leading Change Without Losing Trust
- **Mission-First Digital Transformation:**  
Technology That Serves Your Calling
- **The Convergence Imperative:**  
AI-Blockchain Integration for Leaders

### DELIVERY FORMATS

- Virtual Keynotes (60-90 min)
- Executive Briefings (small groups)
- Interactive Workshops (2-3 hrs)
- Panel Participation & Fireside Chats
- 1:1 Strategy Intensive
- VIP Strategy Day

### 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

### SPEAKING INVESTMENT

**\$10,000 - \$15,000**

### CREDENTIALS & EXPERIENCE

Forbes Business Council Member (2024-2025)  
Senior Executive Blockchain Think Tank  
Northwestern Kellogg: Digital Marketing, AI & Analytics (2020)  
UC Berkeley Haas: Blockchain & Cryptocurrencies (2023)  
48 Years Fortune 500 Transformation Leadership  
US Airways: \$7.2B Portfolio, 30,000+ Trained  
Johnson & Johnson: 16 Years Healthcare Systems  
MDiv: Christ the King (2019); MAPM (2011)  
Catholic Charities Buffalo - Board of Trustees

### IDEAL AUDIENCES

- C-Suite & Board Leadership
- Healthcare Systems & Executives
- Technology & Digital Transformation Leaders
- Nonprofit & Faith-Based Organizations
- Executive Education Programs

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

— M. Todd Wallace, Managing Director, Sabre

### FAITH-BASED & NONPROFIT ORGANIZATIONS

Mission-aligned pricing available upon request

### BOOK DONNA

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### MEDIA & GLOBAL REACH

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