



## Biography: Michelle R. Donovan

Michelle is a Best Selling Author and is known as “The Referability Expert” in Pittsburgh. She owns and operates Referral Institute of Western Pennsylvania, specializing in referral marketing programs and referral coaching.

She has a Masters in Adult Education and is a Certified Instructor of Trainers. She has been a guest faculty for Penn State Beaver campus and the University of Pittsburgh’s Katz Center for Executive Education. Michelle is also a six year member of BNI, bringing over \$250,000 of referred net profit to the members in her chapter.

As a prolific writer, Michelle is a contributing author to multiple editions of the *Training and Development Sourcebook*. She writes a blog that relates life happenings to referral marketing. She has also published over 30 articles on networking and referral marketing in multiple publications. Michelle’s first book, “The 29% Solution: 52 Weekly Networking Success Strategies,” co-authored with Dr. Ivan Misner, has been recognized as one of the top 30 business books of 2008 by Soundview Executive Book Summaries and hit #3 on the Wall Street Journal Best Seller’s list.

As a speaker, Michelle has presented at several national and local conferences. She is known for combining meaningful substance through real-life application to learning. The key to her success is a supportive partner and surrounding herself with exceptional people.

Michelle is an avid cyclist, raising money for Multiple Sclerosis and Diabetes. When she’s not on her bicycle, she’s making home made wine, riding her motorcycle or fishing on a lake.

