

Wayne Breitbarth is the CEO of Power Formula LLC. He is an experienced businessman, speaker, and author, and a nationally recognized industry leader in LinkedIn training and marketing.

Wayne has inspired audiences both locally, at many of Milwaukee's most prominent companies and organizations, and nationally, at conventions, industry association events, and corporate training sessions. His audiences have included Inc. Magazine, the American Marketing Association, and the National Multiple Sclerosis Society.

Breitbarth works with companies of all sizes to develop a comprehensive strategy for using LinkedIn to increase sales, raise brand awareness, recruit employees and reduce recruiting fees, and discover new markets for products and services. He has trained more than 40,000 businesspeople on how to effectively use the professional networking site, and his clients range from small businesses to Fortune 500 companies.

Wayne has been featured in Forbes, Inc., Wired, and American Express Open Forum, and seen on NBC and Fox Business.

Breitbarth's diverse business career includes owning M&M Office Interiors in Pewaukee, Wisconsin, for ten years. Prior to his involvement in the office furniture business, he spent nearly twenty years in the automotive industry. He received his BBA from the University of Wisconsin-Whitewater and his MBA from Marquette University. Wayne is also a Certified Public Accountant and spent the early years of his career as an auditor and small business consultant with Arthur Andersen & Co.

Throughout his career, Wayne has been involved with a number of philanthropic organizations. His financial background enables him to assist Make A Difference-Wisconsin in its mission to enrich the community by empowering high school students to make sound financial decisions. His work with this organization includes serving on its board of directors as well as teaching financial literacy classes to students in Milwaukee Public Schools.

Breitbarth's dedication to empowering urban youth prompted him to found Urban Promise, an urban youth mentoring program that brings together business professionals and high school students in Milwaukee Public Schools. He has also served as a youth leader and teacher at Eastbrook Church in Milwaukee.

Wayne also serves on the board of directors of the Community Warehouse, a nonprofit organization that serves the Milwaukee community by providing affordable home and facility improvement materials as well as job training programs.

Wayne's work with urban youth has been applauded by the Wisconsin Institute of Certified Public Accountants, and he proudly accepted the 2009 WICPA Public Service Award.

Wayne's diverse business experience, pragmatic teaching style, and infectious sense of humor have earned him the praise of the press and is what branded him as the "LinkedIn Guru." Wayne has put his expertise into his critically acclaimed book, *The Power Formula for LinkedIn Success: Kick-Start Your Business, Brand, and Job Search*, published by Greenleaf Book Group.

Wayne resides in Milwaukee, Wisconsin, with his wife of thirty years. They have three daughters.