

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

Wayne has shared his expertise with more than 80,000 business professionals through private business consulting, dynamic presentations to worldwide audiences, and his critically acclaimed book *The Power Formula for LinkedIn Success* (now in its third edition). He has been featured in Forbes, Inc., Wired, and American Express Open Forum and seen on NBC and Fox Business.

Wayne works with companies 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 shares his proven five-step process for LinkedIn results with individuals through his online course *Explode Your Revenues Using LinkedIn*.

He is a CPA, received an accounting degree from the University of Wisconsin-Whitewater and an MBA from Marquette University, and has received recognition for his public service in the Milwaukee community, where he resides with his wife of 35 years.