

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

He has shared his expertise with more than 100,000 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 fourth 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 also works with universities (students/staff/alumni), not-for-profit organizations, associations, executive peer advisory groups, and individuals.

Wayne's clients include organizations of all sizes, including IBM, Abbott Labs, Aflac, the American Marketing Association, and Northwestern University.

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 39 years.