

## Donna Panko



### PROFESSIONAL PROFILE

#### Career Summary

Donna Panko has over 15 years of experience coaching Presidents, CEOs, Managers and Directors for corporations and not-for-profit organizations. Her specific strength is an intuitive approach to understanding how professional effectiveness, communication and leadership styles, attitudes and behavior effect one's contribution to his/her career. Donna assesses each employee's potential through leveraging strengths and identifying challenges to achieve his/her professional best, increase productivity and deliver positive bottom-line results. Donna's consulting style is direct, upbeat, and result oriented. She provides leaders with real-life examples and practical suggestions for establishing professional effectiveness that radiates success. Donna enables her clients to recognize, confront and overcome the numerous challenges and opportunities that face corporate executives in today's fast paced environment where effective communication and personal branding are critical.

#### Client, Organization and Industry Experience

Founded in 1997, Professional Skill Builders, Inc. is a consulting firm that specializes in personal and corporate branding through consulting services, coaching services and customized training workshops. Training workshops provide cost effective, high-impact programs that support employee retention and succession planning. In addition, we teach talent how to articulate the company brand at the customer touch point.

Donna has coached, trained and consulted at all levels of organizations in a variety of industries: healthcare, accounting, educational, financial institutions, legal, manufacturing, consumer product, telecommunications, technology and not-for-profit.

Some of clients Donna has worked with include: United Airlines, Delta Airlines, Met Life Corporation, LaSalle Bank, Hewlett-Packard, KeyBank, IBM Corporation, U.S. Cellular, National City Bank, LaSalle Bank, Ernest and Young, Grant Thornton LLP, Clifton Gunderson LLP, ProSys Information Systems, Sprint PCS, Inc., Nestle Purina Pet Care Company, Crowe Horwath LLP and KPMG.

#### Leadership Experience

In addition to holding executive level leadership positions as Vice President and Director, Donna has also served in a variety of senior leadership capacities in sales, marketing, business start-ups, mergers and mediation. Donna has held leadership and sales positions in the consumer products industry, travel and hotel management fields.

#### Education, Certifications, Memberships, Publications

- Certified MRG assessment tools consultant
- Northern Illinois University, BA Business Marketing
- Member: International Society of Protocol and Etiquette Professionals
- Associates of Professional Communications Consultants
- Board Member: 1995-2003 The Association International Image Consultants
- Published Author: *Mastering Memorable and Lasting First Impressions and Decoding Casual Confusion: Business Casual at Work*
- Featured guest and subject: WGN radio and NBC television
- *Chicago Sun-Times, Sales and Marketing, Business Week's Frontier, Cosmopolitan, and Today's Chicago Woman*