



Mike Wittenstein

Independent director candidate · private companies, \$50 million to \$2 billion in revenue

Strategy advisor to CEOs, leadership teams, and boards for 30 years. Founder of Storyminers (2002). Work with leadership teams has contributed to \$3.2 billion in documented client value. Candidate for independent director seats at private companies at an inflection point: AI, a new market, a changing customer promise, or a generational succession. This would be a first paid fiduciary seat; 30 years of board-level advisory work and formal governance training are the preparation.

WHERE I WOULD SERVE

Strategy, growth, and technology, including AI. Family-business succession: honoring the legacy of the exiting generation as the foundation for the next generation's vision.

Not a fit: audit, risk, or compliance leadership; tech implementation; operating roles.

SELECTED OUTCOMES, WITH LEADERSHIP TEAMS

Transitions Optical. Led a 14-month prototype-store program; the work helped spark Essilor's acquisition.

McDonald's (IBM engagement). Ordering by phone imagined before smartphones existed; now standard across the system.

iPay Technologies. Positioning through growth to a \$300 million exit.

A founder-led apparel company. Reason for Being, brand promise, and organization design; sales from \$40 million to \$70 million over five years, then a sale.

A major airline (IBM). \$1.1 billion infrastructure renewal won back.

CONTACT

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Travels from Atlanta (ATL)

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GOVERNANCE

FullCircle 2021–2026

Co-founder, board member; executive director 2022–25. *Nonprofit; board of three growing to seven, four meetings a year.* Set up the board's governance, handed leadership to the community served, and carried the hardest vote, dissolution, through a careful wind-down.

Georgia Tech, Human-Computer Interaction 2013–2020

Advisory board member for a top HCI graduate program.

BOARD-LEVEL ADVISORY WORK

Meeting Professionals International (MPI) 2017

Board-level strategic facilitator. *The international association of meeting and event professionals.* Facilitated the international board's strategic planning; the organization shifted from serving members to helping members create value for their clients.

PartnerTech (now Scanfil) 2013–2017

Board-level strategic planning facilitator. *Contract manufacturer built for fast-changing production demands.* Two multi-year planning engagements with the international leadership team, board members included; sales followed.

Maier America 2014–2016

Strategic advisor to the CEO and leadership team. *US arm of a German maker of rotary bearings for specialty manufacturing.* With the US managing director and board on marketing and service; sales doubled in three years.

A midsize, family-owned EU commodity trading company 2024–2025

Strategic advisor to the incoming CEO through a generational handoff: organization design, strategy, people working with AI, and governance. *Name withheld at the client's request.*

Confidential by nature: what a board or leadership team shares stays in the room. This page names only what clients have agreed to have named. References on request: two CEOs, an investor, and the FullCircle co-founder.

CREDENTIALS

Private Company Governance Certificate (PDA) · CMC, CSP, CCXP (earned; since lapsed)

MBA, International Business, Thunderbird · BA, University of Florida