Donnel Nunes, PhD

Donnel Nunes, PhD joined the Aspen Family Business Group, LLC as an associate in 2017. Donnel is an educational psychologist and therapist who has been working with families in Hawaii since 2003.

Donnel helps families in businesses to build the capacity to manage interpersonal conflict and navigate intergenerational learning so that they can successfully execute a shared vision. In addition, he also coaches individuals to help them develop self-awareness, confidence, and their capacity as an influential leader.

His work with family businesses focuses on helping families to integrate and formalize best practices. He supports families to build stronger relationships through safe and skillful communication. Donnel's expertise lies in helping clients to foster a culture of shared learning and open communication in all their relationships.

Donnel is recognized as an international thought leader on mentoring between family members and has conducting research on mentoring specific to family business since 2016. He has authored numerous articles and two chapters for international handbooks on the topic of mentoring between family members.



In addition to his work with the Aspen Family Business Group, Donnel is the founder of PVA Knowledge Group, a Hawaii-based consulting and coaching practice, the regional associate of Coaching and Mentoring International, and facilitates leadership development retreats for the Classic Leadership Institute based in Portland, Oregon. He regularly speaks at national and international conferences on topics related to behavior, education, and mentoring.

Donnel has lived in Hawaii since 1997, and currently resides on the island of Oahu with his wife Tammy and young son Kaedon. He is an active member of the watersport community and enjoys finding ways to integrate performance and sport psychology into his work with clients.