mariposa : leadership

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For Immediate Release

MARIPOSA LEADERSHIP, INC. HOSTS HEAD OF PRODUCT DESIGN AT PINTEREST, BOB BAXLEY

Bob Baxley, Head of Product Design at Pinterest, to be interviewed by Sue Bethanis, CEO/Founder of Mariposa Leadership, on the popular Wise Talk Leadership Forum for executives on July 21, 2015.

July 1, 2015 | SAN FRANCISCO, CA – Mariposa Leadership, Inc. is pleased to announce that Bob Baxley, Head of Product Design at Pinterest, will be a guest on *Wise Talk*, a popular monthly leadership forum for technology executives, on **Tuesday, July 21, 2015 at 4pm PT/7pm ET**. In an interview with Sue Bethanis, CEO/Founder of Mariposa Leadership, Bob will share insights on hiring and developing top creative talent.

In Silicon Valley and beyond, the high demand for top talent has never been greater. This is especially true of top creative talent. Creative teams bring strategy to life; their work is key in driving the adoption of a product or service. Successfully attracting, recruiting and hiring the best creative talent requires a unique approach. Once hired, leaders need to strike the balance between nurturing creativity and business needs, while developing creatives for peak performance and grooming them for future leadership positions.

As a leader of design teams, Bob brings a unique perspective to our conversation on talent management. He is a practicing designer who lives and works in Silicon Valley. Currently the Head of Product Design at Pinterest, Bob previously spent over eight years at Apple, where he served in senior leadership roles for both Apple's retail and e-commerce teams. As a Director of Design, Bob led the creative team responsible for the Apple Online Store, the Apple Store app, and the transactional areas of iPhoto and GarageBand.

Prior to Apple, Bob was Director of Design for Yahoo! Search where he led the design team for Yahoo! Answers and other search-centric properties. Bob began his career at Claris Corporation where he was Lead UI Designer for the initial releases of ClarisWorks and MacProject Pro.

Bob is the author of *Making the Web Work*, a detailed resource about the process and practice of interface design for Web applications. He earned a Bachelor of Arts in History and a Bachelor of Science in Radio/Television/Film from the University of Texas at Austin as well as a Masters of Liberal Arts from Stanford University.

Questions and topics for the interactive discussion include:

- What is different about hiring creative types vs. other types of talent?
- How do you go about evaluating creativity in the hiring process? How do you assess future creative potential?
- What is unique about developing creatives on the job?
- Describe how the tension between business needs and creativity plays a role in developing creative talent.

Contact allison@mariposaleadership.com to sign up for the *Wise Talk* Forum and to submit a question for discussion.

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Susan J. Bethanis, Ed.D., is the Founder/CEO of Mariposa Leadership, Inc. and hosts the popular leadership forum *Wise Talk*. She is also the author of *Leadership Chronicles of a Corporate Sage* and *Leader as Designer*. Mariposa Leadership provides executive coaching to hightech leaders. Click here for press releases, press kit, and press clips.