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For Immediate Release

MARIPOSA LEADERSHIP, INC. HOSTS DIRECTOR OF PRODUCT ENGINEERING AT FITBIT, TINA DAO

Tina Dao, Director of Product Engineering, to be interviewed by Sue Bethanis, CEO/Founder of Mariposa Leadership, on the popular Wise Talk Leadership Forum for executives on August 26, 2015.

July 1, 2015 | SAN FRANCISCO, CA – Mariposa Leadership, Inc. is pleased to announce that Tina Dao, Director of Product Engineering at Fitbit, will be a guest on *Wise Talk*, a popular monthly leadership forum for technology executives, on **Wednesday, August 26, 2015 at 3pm PT/6pm ET**. In an interview with Sue Bethanis, CEO/Founder of Mariposa Leadership, Tina will share an insider's perspective on recruiting and developing top technical talent in later stage start-ups.

In Silicon Valley and San Francisco, start-up companies eager to attract, hire and develop top technical talent need to approach their talent management practices in a unique way. Fierce competition for technical talent combined with limited startup resources can translate to more risk in the hiring process. Once on board, technical talent development is key for retention and a successful business.

As a leader of technical teams in large established companies as well as smaller startups, Tina possesses a well-rounded perspective on talent management for later stage startups. Since 1997, she has helped drive big ideas and innovation at four commercial construction manufacturing, high-tech SAN OEM, enterprise software and consumer electronics companies. When she began, it was more hardhat than mobile device, but she contends that the principles of organizing and rallying people, technology, and systems around a common, profit-focused goal remains central to building the right operational backbone and team for a company across its various stages of life.

In this interview, Sue and Tina will discuss how a passion for talent is strongly connected to business results and some experience-based insights on recruiting and developing technical talent in later stage startups.

Questions and topics for the interactive discussion include:

- We know you are very passionate about attracting and developing great technical talent. Please tell our listeners more about that. What drives your passion? How does it play out in the way you lead and your results?
- You've been a leader in big established firms and smaller fast-growing start-ups. Tell us what you see as unique challenges to start-up companies in terms of attracting and developing talent.
- What are some tips you could share for attracting talent, especially diverse talent?
- You mentioned that some of your favorite resources include the book *Tribal Leadership*, *StrengthsFinder 2.0* and *Crucial Conversations*. Tell us why and how you use them.
- Tell us about how you partner with and leverage internal HR, L&D resources. What works and what doesn't when partnering with them, from your experience?

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.