



Susan Bethanis, Ed.D.

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Experience / Approach

Susan J. Bethanis, Ed.D., is the CEO/Founder of Mariposa Leadership, Inc., a 12-person San Francisco-based firm, which provides executive coaching to high-tech leaders. Sue is the author of the well-received business book *Leadership Chronicles of a Corporate Sage* (Kaplan Publishing, 2004), hosts the popular show *WiseTalk* – a monthly leadership forum – and regularly delivers keynotes on leadership, coaching, design thinking, talent, and culture.

Using real-time, relevant business issues, Sue helps executives:

- Energize their leadership skills that results in increased influence across the organization
- Energize their leadership teams that results in increased engagement, motivation, and productivity
- Energize their leadership creativity that results in innovative and sustainable organizational strategies, structures, and culture

Recent Clients

Sue has worked with Silicon Valley and San Francisco companies and non-profits for 22 years, and her most recent clients include Directors to C-level Executives at:

Amazon Web Services	Instacart	San Francisco Rec & Parks
App Annie	Netflix	Sprig
BrightRoll	Nimble Storage	Stanford Linear Accelerator Center
Credit Karma	One Kings Lane	StartOut
Exablox	Pinterest	Visa
Hewlett-Packard	San Francisco Port	Watermark

Education

Sue has an excellent grounding in both business and coaching:

- Certificate, *Design Thinking and the Art of Innovation*, course at Stanford Design School, June 2010
- Ed.D, University of San Francisco; emphasis in Organization/Leadership, Adult Learning, and Pacific Leadership International Studies. Dissertation - Transforming Organizations: Understanding Relationships Among Paradigms, Language, and Action.
- M.A., Education, Stanford University; emphasis in Instructional Design
- B.A., Psychology, Occidental College

More

People describe Sue as creative, generous, witty, confident, and laser-focused. Sue acts as Mariposa's "Chief Creative Officer" and is known for designing experiences, services, and products that move people and "raise their game." She regularly applies insights from design thinking, linguistics, anthropology, and athletics to her roles as manager of the Mariposa team and as a sounding board to her clients.

Sue lives in San Francisco with her ten year old son, Max. When she is not coaching, you'll find Sue skiing at Squaw, watching a SF Giants game, or making photographs in places like Vancouver, Tulum, Amsterdam, Havana, London, Athens, and Beijing.