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For Immediate Release

## **MARIPOSA LEADERSHIP, INC. HOSTS ENTREPRENEUR, STARTUP ADVISOR, AND INTERACTION DESIGNER, JANICE FRASER**

*Sue Bethanis, CEO of Mariposa Leadership, Inc. to host Silicon Valley veteran and CEO/Founder of LUXr, Janice Fraser, on the popular Wise Talk Leadership Forum on March 20, 2014*

**San Francisco, CA – March 1, 2014** – Mariposa Leadership, Inc. is pleased to announce Silicon Valley veteran and CEO/Founder of LUXr, Janice Fraser, will guest on *Wise Talk*, a popular free monthly leadership forum for technology executives, on March 20, 2014 at 11am PT/2pm ET. In an interview with Sue Bethanis, CEO/Founder of Mariposa Leadership, Janice will share tips and insights on how to focus on the end-user experience to deliver great products and services.

As innovation continues to permeate the strategic agendas of many companies today, the end-user experience determines the success of innovative products and services. Janice is a celebrated entrepreneur and startup coach whose visionary work has transformed how startups position, validate and deliver their products and services. With over 20 years in product leadership and experience design, Janice has extraordinary skills in guiding product to focus on the critical areas needed to achieve success. During her 15 years in Silicon Valley, she has raised capital, founded both successful and failed startups, consulted to both large enterprises and early stage firms. Through LUXr, she has coached, taught, and interviewed thousands of entrepreneurs in startup communities across the United States and around the world.

For more information on *Wise Talk* and to sign up to participate in this free interactive Forum, visit:

<http://www.mariposaleadership.com/wise-talk/registration/>.

Topics for the interactive discussion include:

- How to best involve the end user in product and services development.
- How to best understand the world of the customer through design research.
- What start ups can learn from big companies, and what big companies can learn from start ups?

Contact [allison@mariposaleadership.com](mailto: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.