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For Immediate Release

MARIPOSA LEADERSHIP, INC. HOSTS STEVE REYNOSA, DIRECTOR OF ORGANIZATIONAL DEVELOPMENT AT CITRIX SYSTEMS

Steve Reynosa, Director of Organizational Development for Citrix Systems, will be interviewed by Sue Bethanis, CEO/Founder of Mariposa Leadership, on the popular Wise Talk Leadership Forum for executives on July 18, 2014.

San Francisco, CA – July 1, 2014 – Mariposa Leadership, Inc. is pleased to announce that Steve Reynosa, Director of Organizational Development for Citrix Systems, will be a guest on *Wise Talk*, a popular monthly leadership forum for technology executives, on July 18, 2014 at 11am PT/2pm ET. In an interview with Sue Bethanis, CEO/Founder of Mariposa Leadership, Steve will share expert tips and insights on how a design driven culture can reshape the way human resources approaches process deliverables inside an organization. This will be the second *Wise Talk* interview with a Citrix company insider, offering participants a peek into Citrix's culture. In 2012, Catherine Courage, SVP Customer Experience, shared insights on creating a "design thinking" culture inside an organization.

Given that more companies today are embracing design-driven strategies to improve the customer experience, Steve brings unique knowledge and know how on the application of design approaches to company culture. Steve is an evangelist and convert of how design driven initiatives can reshape a company culture. In his current role as Director of Organizational Development at Citrix, Steve is responsible for driving global talent management strategies and framework across the enterprise including Citrix's annual organizational and talent reviews.

Founded in 1989, Citrix has over 9,000 employees in 45 countries. Citrix generated revenues of $2.9B in FY 2013 with their diverse portfolio of enterprise solutions to enable and power mobile work-styles. Steve joined Citrix in 2008 as a Human Resources Business Partner supporting SVPs for the Cloud Division and the Corporate Marketing function. Prior to joining Citrix, Steve led Human Resource Business Partner and Organizational Development teams at Raychem, Tyco Electronics, and Foxconn.

Topics of discussion include:
- Why Citrix puts design thinking central to not only product development, but to the entire organization culture
- How this design-centric culture puts both internal and external customers at the heart of every process and product development
- How focusing intently on internal customers is so inextricably mixed with external customers' experiences
- The primary reason for Citrix's success is the senior leaders' commitment. They require that every project has a go-to design person.
- Many real-work examples will be discussed and how others can bring design centric thinking to their companies to support innovation efforts

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/.

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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.