

Contact:

Allison Adams

Mariposa Leadership, Inc.

415.621.6055

allison@mariposaleadership.com

www.mariposaleadership.com

For Immediate Release

MARIPOSA LEADERSHIP, INC. HOSTS CHUCK WALL, CUSTOMER INSIGHTS, ENGAGEMENT, AND MARKETING CONSULTANT

Chuck Wall, Founder/CEO of MarketPower Group and Customer CEO, will be interviewed by Sue Bethanis, Founder/CEO of Mariposa Leadership, on the popular Wise Talk Leadership Forum for executives on August 20, 2014.

San Francisco, CA – August 1, 2014 – Mariposa Leadership, Inc. is pleased to announce that Chuck Wall, Founder/CEO of MarketPower Group and Customer CEO, an entrepreneur, advisor, author and speaker will be a guest on *Wise Talk*, the popular monthly leadership forum for technology executives, on August 20, 2014 at 10am PT.

In an interview with Sue Bethanis, Founder/CEO of Mariposa Leadership, Chuck will share insights from his latest book, *Customer CEO: How to Profit from the Power of Your Customer*, on how to engage the core needs of customers, create better customer experiences, and earn a profit.

Given the rise of social media, control has flipped from companies to customers. Customers are choosing which companies they want to do business with and on what terms. Companies that fail to understand their customers will not survive. As the founder of MarketPower Group, a business growth consultancy, Chuck teaches companies how to profit by engaging the power of their customers and conducts customer insight research for clients. A serial entrepreneur, Chuck has started seven other enterprises across multiple industries. He's an expert in understanding the unmet needs of customers, having interviewed and surveyed over 100,000 customers around the world. Chuck is the author of two books, *Customer CEO: How to Profit from the Power of Your Customers* and *Stop, Look and Listen*. Chuck is also a contributor to *Forbes* and *Fast Company*, writing about leadership, innovation and, of course, customers.

Topics of discussion include:

- The impact social media has had on brands, and how it has tipped the scale so customers are in control
- The nine powers of the customer process. Is one more important than the others for companies to pay attention to?
- What are some strategies companies can use to engage their customers?
- The customer thinking approach and why it works

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/>.

###

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.