

MARIPOSA LEADERSHIP, INC. HOSTS FORMER WALT DISNEY EXECUTIVE AND SERVICE EXPERT, LEE COCKERELL

Lee Cockerell, former Executive Vice President of Operations at Walt Disney World® Resort, will be interviewed by Sue Bethanis, CEO/Founder of Mariposa Leadership, on the popular Wise Talk Leadership Forum on December 15, 2014.

FOR IMMEDIATE RELEASE

San Francisco, CA – December 1, 2014 – Mariposa Leadership, Inc. is pleased to announce that Lee Cockerell, a leadership, management and service expert, speaker and author of the book *The Customer Rules: The 39 Essential Rules for Delivering Sensational Service*, will be a guest on *Wise Talk*, a popular monthly leadership forum for technology executives, on Monday, December 15, 2014 at 2pm PT / 5pm ET. In an interview with Sue Bethanis, CEO/Founder of Mariposa Leadership, Lee will share insights on customer expectations as well as indispensable tips for creating magic in your interactions with customers to win them over and keep them.

With extensive experience in the hospitality and entertainment industry, including a 10-year stint at Walt Disney World® Resort as Executive Vice President of Operations, Lee understands the importance of a great customer experience. As the Senior Operating Executive at Disney, Lee led a team of 40,000 Cast Members and was responsible for the operations of 20 resort hotels, 4 theme parks, 2 water parks, a shopping and entertainment village, and the ESPN sports and recreation complex in addition to the ancillary operations which supported the number one vacation destination in the world.

One of Lee's major and lasting legacies was the creation of Disney Great Leader Strategies which was used to train and develop the 7000 leaders at Walt Disney World. Lee has held various executive positions in the hospitality and entertainment business with Hilton Hotels for 8 years and the Marriott Corporation for 17 years before joining Disney in 1990 to open the Disneyland Paris project.

Lee has served on several boards, including Chairman of the Board of Heart of Florida United Way and the Board of Trustees for The Culinary Institute of America (CIA). He is the author of several books on leadership, management and service excellence. His first titled, *Creating Magic: 10 Common Sense Leadership Strategies from a Life at Disney*, now available in 13 languages, and his latest book, *The Customer Rules: The 39 Essential Rules for Delivering Sensational Service*. Lee also performs leadership and service excellence workshops and consulting for organizations around the world as well as for the Disney Institute.

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 of discussion include:

- How did your time at Disney inform your beliefs about customer service?
- Of the 39 principles in your book, which is your favorite and why?
- In your experience, what is the hardest aspect for leaders or employees to grasp about customer service?
- How can leaders make an impact in their organizations to change the mindset about customer service?

About Mariposa Leadership, Inc.

Mariposa Leadership, an executive leadership coaching firm, has served the Bay Area's most successful companies in Silicon Valley and the SF Bay Area since 1996. High-tech and other demanding industries leverage Mariposa's individual and executive team coaching programs to accelerate leadership performance and foster innovation. For more information, visit: <http://www.mariposaleadership.com/>

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