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For Immediate Release

MARIPOSA LEADERSHIP, INC. HOSTS MARKETING STRATEGY CONSULTANT AND BRANDING EXPERT, DORIE CLARK

Dorie Clark, author of “Stand Out: How to Find Your Breakthrough Idea and Build a Following Around It,” to be interviewed by Sue Bethanis, CEO/Founder of Mariposa Leadership, on the popular Wise Talk Leadership Forum for executives on September 24, 2015.

September 1, 2015 | SAN FRANCISCO, CA – Mariposa Leadership, Inc. is pleased to announce that Dorie Clark, a marketing strategy consultant recognized as a “branding expert” by the Associated Press, *Fortune*, and *Inc.* magazine, professional speaker and author of the new book, *Stand Out: How to Find Your Breakthrough Idea and Build a Following Around It*, will be a guest on *Wise Talk*, a popular monthly leadership forum for technology executives, on Thursday, September 24, 2015 at 5pm PT/8pm ET. In an interview with Sue Bethanis, CEO/Founder of Mariposa Leadership, Dorie will share insights from her research on how thought leaders achieved success. Her tips will demystify the process of developing thought leadership and building a following so individuals can be better positioned within their companies.

Today’s war for talent is more than companies competing to attract the best and brightest. People are competing to be noticed, both inside organizations and as external candidates. Standing out amongst the competition is critical. Discovering your value and becoming a recognized expert is the key to long-term career success and stability.

Dorie has built her career by establishing herself as a thought leader. She is a marketing strategy consultant, professional speaker, and frequent contributor to the *Harvard Business Review*, *TIME*, *Entrepreneur*, and the World Economic Forum blog. Recognized as a “branding expert” by the Associated Press, *Fortune*, and *Inc.* magazine, she is the author of *Reinventing You: Define Your Brand, Imagine Your Future* and her most recent book, *Stand Out: How to Find Your Breakthrough Idea and Build a Following Around It*. She consults and speaks for a diverse range of clients, including Google, the World Bank, Microsoft, Morgan Stanley, the Ford Foundation, the Bill & Melinda Gates Foundation, Yale University, the Mount Sinai Medical Center, and the National Park Service.

Clark, a former presidential campaign spokeswoman, is an adjunct professor of business administration at Duke University’s Fuqua School of Business and a Visiting Professor for IE Business School in Madrid, Spain. She has been named to the *Huffington Post*’s “100 Must Follow on Twitter” list for 2013 and 2014, and to the #Nifty50 list of top women on Twitter. She was also named one of *Inc.* magazine’s “100 Great Leadership Speakers for Your Next Conference,” and recognized in *Forbes* as one of “25 Professional Networking Experts to Watch in 2015.”

Questions and topics for the interactive discussion include:

- What are some ways people can come up with their big idea?
- You talk about building a community in your book, by connecting people to each other. Why is this important to the process?
- This process takes time, determination and commitment. In your experience, what is the toughest part about this journey? Where do people tend to lose steam, and what advice do you have for people in that situation?

Contact 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.