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For Immediate Release

## **MARIPOSA LEADERSHIP, INC. HOSTS TALENT AGENT FOR TOP TECHNOLOGY PROFESSIONALS**

*Rishon Blumberg, Managing Partner at 10x Management, and Jason Rubenstein, VP Engineering, Beyond Pricing, to be interviewed by Sue Bethanis, CEO/Founder of Mariposa Leadership, on Wise Talk on December 16, 2015*

**December 1, 2015 – SAN FRANCISCO, CA** – Mariposa Leadership, Inc. is pleased to announce that Rishon Blumberg, Managing Partner, 10x Management, the world's first talent agency for technology professionals, and Jason Rubenstein, Vice President, Engineering/Software Developer, Beyond Pricing, a client of 10x and who is also represented by the agency, will be guests on Wise Talk, a popular monthly leadership forum for technology executives, on Wednesday, December 16 at 4pm PT / 7pm ET. In an interview with Sue Bethanis, CEO/Founder of Mariposa Leadership, Rishon and Jason will share insights on why top independent technical talent today need an agent and how 10x's rigorous vetting process and unique business model reduces the risks companies face in sourcing elite talent.

The rise of the freelance economy expands the technical talent pool for companies, making it easier to find and benefit from hiring freelancers. But the demand for top technical talent is at an all time high, and with nearly every business today in need of good technical talent, finding and recruiting "rock stars" is not a simple or inexpensive feat. Companies and their leaders invest a significant amount of time and money to find and recruit potential candidates and the vetting and hiring process - even for freelance talent - still carries risk.

As one of the founders and now Managing Partner of 10x Management, Rishon Blumberg, parlayed extensive music and entertainment management experience representing rock stars to serve as an agent for elite technologists. In 1993, Rishon Blumberg graduated from the Wharton School of Business with a degree in Entrepreneurial Management and entered the entertainment industry. His career began in concert promotion, first at Nederlander Concerts, then at Delsener/Slater Enterprises (now Live Nation). After leaving the concert world, Rishon co-founded Brick Wall Management, an entertainment management and consulting firm representing musicians, producers, songwriters, and filmmakers, with partner Michael Solomon. With an ever-growing passion for technology, Rishon and Michael co-founded Setlistics in 2009. Setlistics develops iPhone apps centered around music, including the first-ever app for Bruce Springsteen fans. The company is currently developing additional apps for multiple platforms, and has also filed a patent for a consumer electronics product. In 2012, identifying a need for the representation of technologists, Rishon and Michael teamed up with Altay Guvench to form [10x Management](#), a talent agency for technology professionals.

Jason is the VP of Engineering and Software Developer at [Beyond Pricing](#), a new San Francisco-based startup that develops pricing software to help hosts and owners maximize the performance of their vacation rental properties. He has over three decades of software development experience. Previously, Jason was a VP of Engineering at Live Nation, a VP of Engineering at Neil Young's Pono Music, and an early engineer at Max Levchin's Slide, which was sold to Google in 2010. He is driven to create fantastic products. This means getting projects into production efficiently, maintaining a high standard of quality, and with a high standard of communication.

Questions and topics for the interactive discussion include:

- What was the genesis for the idea of a talent tech agency?
- In the war for talent, tech talent is in high demand. So why does tech talent need an agent?
- What are the unique skills you look for in the tech talent you ultimately sign?
- What is your process for vetting the tech talent you sign? How do you screen for people/relationship skills? How does this vetting process help your company clients?
- What are some of the top challenges you encounter when a company approaches your agency for talent? (i.e., how can companies make it easy to work with you?)

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.