



# Barbara Baill, M.A.

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## Experience / Approach

Barbara Baill, M.A., is the Principal of Perceptus, Inc. and a Strategic Partner with Mariposa. Barbara brings to her clients the wisdom and learning from 25 + years of Human Resources and line management experience in the fast-paced environments of high-tech industries. This included 5 years leading HP's Global Executive Development function and 7 years as the VPHR for Quantum Corporation's Disk Drive Business; both assignments resulting in driving large scale organization change initiatives. Barbara began her coaching career in 2002, dedicated to helping leaders increase their leadership impact and find more personal satisfaction in both their business roles and personal lives.

Barbara works with both individuals and teams to:

- Receive feedback that helps them develop a deep understanding (i.e. "the story") of how the client is perceived throughout the company) and to learn how to shift that story
- Develop the understanding and capacity for optimizing their strengths
- Learn to broaden their view of themselves and others and better balance inquiry and advocacy
- Broaden and deepen relationships across the organization which will facilitate making greater impact

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## Recent Clients

Her most recent clients include Directors to SVPs at:

Appfolio

Lam Research

Applied Materials

Mobile Iron

Gilead Sciences

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## Education

Barbara has an excellent grounding in both business and coaching:

- M.A., Industrial Relations, University of Minnesota
- B.A., Sociology, University of Michigan
- Certified Integral Coach: New Ventures West
- Certified in Myers Briggs, Voices, PDI, Tilt Leadership Assessment Tools, and Integrative

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## More

People describe Barbara as warm, calm and insightful. She is a great listener and astute in understanding how to effectively manage through organizational cultures and politics. Barbara is an interesting combination of big heart and business savvy. She has three adult daughters.

Barbara coaches in person all over the SF Bay Area and resides in Silicon Valley.