



Susan Wayne, M.B.A.

Mobile: 415 710 1954

[linkedin.com/in/susanwayne/](https://www.linkedin.com/in/susanwayne/)

susanw@mariposaleadership.com

Experience / Approach

Susan Wayne, M.B.A., is a Founder at ChangeCast and a Strategic Partner with Mariposa Leadership, Inc. Susan is a Certified Executive Coach and Organizational Development Consultant who combines a lifelong passion for transformational leadership with a diverse array of experiences in corporate leadership, marketing as a function, organizational development, and executive development.

For the past 12 years, she has supported leaders and teams to:

- Successfully lead through a variety of transition points — from stepping into expanded and/or higher-stake leadership roles to pivoting effectively in response to changes in strategy or operating context to resetting teams for greater effectiveness.
- Effectively lead organizational change while building change leadership competency.
- Establish a clear, authentic, and intentional leadership vision and path forward.
- Increase their ability to navigate effectively in complex stakeholder and/or matrixed contexts.
- Better equip themselves to learn, adapt, and build personal and leadership resilience.
- Improve their skills and mindsets in working with conflict and/or “difficult” relationships.

Prior to ChangeCast, Susan spent 18 years in marketing, where she was known for her strong strategic and organizational leadership of high-profile brands. Most recently, she served as Chief Marketing Officer for Old Navy. Previously, Susan was Executive Vice President and Co-Leader of Account Management at Leo Burnett, earning Advertising Age’s “Women to Watch” honor.

Recent Clients

Susan’s recent executive coaching clients include:

- CMO/Corporate VP at Fortune 50 technology company
- CEO of mid-stage technology start-up
- COO at cloud-based technology company
- CMO at health care company
- COO at early-stage education start-up
- SVP Brand Strategy at Fortune 50 financial services firm
- SVP Marketing at leading beauty care company
- VP Digital Marketing at technology company
- Executive Creative Director at top 5 advertising agency
- Chief Strategy Officer at large professional services firm

Education

Susan has a diverse and rich educational background as a coach and leader:

- Certified Professional Co-Active Coach (CPCC), Co-Active Training Institute; completion of Organizational Systems & Relationship Coaching Program and CRR Global
- M.B.A, Northwestern University’s Kellogg School of Management
- B.A., Economics and Spanish, Dartmouth College
- Ordained Interfaith Chaplain, The Chaplaincy Institute for Arts and Interfaith Ministries

More

People describe Susan as caring, insightful, inspirational, and thought-provoking yet very practical and action-oriented. They also value her unique ability to understand and help drive toward the client’s business goals at hand, while tapping into the human and system dynamics in any given situation. Susan resides in San Francisco with her wife and dog. Her passions include travel, hiking, food, connecting with her loved ones, and inner & spiritual growth.