



Susan Bethanis, Ed.D.

Mobile: 415 265 3142

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

@suebethanis

sueb@mariposaleadership.com

Experience / Approach

Susan J. Bethanis, Ed.D., is the CEO/Founder of Mariposa Leadership, Inc., a 15-person San Francisco-based firm, which provides executive coaching and design thinking to high-tech leaders. Sue is the author of the well-received business book *Leadership Chronicles of a Corporate Sage* (Kaplan Publishing, 2004) and hosts the popular show *WiseTalk*, a monthly leadership forum, and *WiseSpace*, a Zoom coaching community. Sue regularly facilitates strategy offsites and delivers keynotes on influence, coaching, and innovation. Most recently, Sue has been focused on supporting executives to pivot strategies and enhance culture given the Hybrid/Remote work environment.

Using real-time, relevant business issues, Sue helps executives:

- Energize their leadership skills that results in increased influence across the organization
- Energize their leadership teams that results in increased engagement, motivation, and productivity
- Energize their leadership creativity that results in innovative and sustainable organizational strategies, structures, and culture

Recent Clients

Sue has worked with Silicon Valley and San Francisco companies and non-profits for 28 years, and her most recent clients include C-level Executives and VPs at:

500 Startups	Instacart	Pinterest
Addepar	Intel	Roku
Amazon Web Services	Jumio	San Francisco HSOC
AppFolio	LinkedIn	San Francisco Port
BioMarin	Maveron	San Francisco Rec & Parks
Blend	Microsoft	Stanford Health Care
Circa	Monite	StartOut
Credit Karma	Netflix	Theravance Biopharma
eBay	Nimble Storage	Twilio
GoFund Me	Old Navy	Twitch
Google	Omada Health	Virtana
Guru	OpenX	Visa
Hewlett-Packard	Ox	Zendesk
Honor	PayPal	Zenefits
Hopin	Percipient.AI	

Education

Sue has an excellent grounding in both business and coaching:

- Certificate, *Design Thinking and the Art of Innovation*, course at Stanford Design School, June 2010
- Ed.D., University of San Francisco; emphasis in Organization/Leadership; Dissertation - *Transforming Organizations: Understanding Relationships Among Paradigms, Language, and Action*.
- M.A., Education, Stanford University; emphasis in Instructional Design
- B.A., Psychology, Occidental College

More

People describe Sue as creative, generous, witty, confident, and laser focused. Sue acts as Mariposa's "Chief Creative Officer" and is known for designing experiences, services, and products that move people and "raise their game." She regularly applies insights from design thinking, linguistics, anthropology, and athletics to her roles as manager of the Mariposa team and as a sounding board to her clients.

Sue lives in San Francisco and Kihei, Maui with her 17 year old teen, Max. When she is not coaching, you will find Sue playing Pickleball; watching the SF Giants; or making photographs in fun places like Amsterdam, Athens, Beijing, Berlin, Buenos Aires, Hanoi, Havana, London, Oslo, Rio de Janeiro.