



CEO/FOUNDER +
EXECUTIVE LEADERSHIP COACH

CLIENT TESTMONIAL

“Sue is my long-time leadership coach and has been a true game-changer to whom I have become as a founder and to my company’s history.” —CEO, Tech Company

WHY MARIPOSA

“I founded Mariposa 30 years ago to create a learning community for leaders and coaches to tackle the burgeoning technology industry. Never did we imagine the rate of change and its constancy; yet, all of us are still here – thriving. We remain so incredibly grateful that our clients continue to seek us out for support and counsel. Through it all, three principles remain clear: **Connection** – quality relationships are key to our clients’ success and of ours; we encourage our clients to **Get Ahead of the Curve**, and we strive to do the same; and **Responsiveness** – we go all-out to provide world-class service, and it shows!”

CONTACT

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Sue Bethanis, Ed.D.

PROFESSIONAL BACKGROUND

Susan J. Bethanis, Ed.D., is the CEO and 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 keynotes, and appears on podcasts addressing influence/power, change management, and innovation. Most recently, Sue has been focused on supporting executives to use a human-centered, design thinking approach to [AI Adoption](#).

APPROACH + SPECIALTIES

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

CLIENTS

Sue has coached executives in Silicon Valley and San Francisco companies and nonprofits for 30 years. Recent clients include Amazon, DataBricks, GoFundMe, Google, Intel, Intuit, Mainspring Energy, MongoDB, PayPal, and Walmart. Sample engagements include:

- **CFO** of a post-merger fintech company. Focus on combining a good strategic plan with strong cultural values in the first 90 days.
- **VP, Product Marketing** of a large tech company. Work with VP and directs to ensure humans are at the core of AI Adoption.
- **CEO** of a pre-IPO tech company. Work with CEO and exec team to “up their game” through better group cohesion and efficient decision-making.

EDUCATION + CERTIFICATIONS

- Certificate, Design Thinking and the Art of Innovation, Stanford Design School
- 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

PERSONAL TIDBIT

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. When she is not coaching, you will find her playing pickleball or watching the SF Giants. She’s also a [street photographer](#) and loves some of the world’s greatest cities: Amsterdam, Berlin, Buenos Aries, Florence, Hanoi, Havana, Kyoto, Lisbon, Oslo, Porto, and Tokyo. Sue has traveled to seven Summer Olympics, including volunteering at the 1984 LA Games, and hopes to do the same for LA28.