



EXECUTIVE LEADERSHIP COACH

CLIENT TESTMONIAL

"I have been working with Susan as my executive coach for two years. In that time, she has helped me navigate a company turnaround, a resignation, a career pivot, and a number of challenging situations with managers and direct reports. She has helped me develop a robust (but ever-evolving) toolkit of frameworks, mental models, techniques, and prompts that are broadly useful as I endeavor to grow personally and professionally. She challenges me in the best way... by asking good questions, noticing incongruencies, and/or pushing me to think more deeply. She's a great listener, but always actively engaged... she'll often interject an insightful observation or a reframe of something I'm struggling to articulate which moves the conversation forward. Our sessions are always thought-provoking and productive, and I end each one feeling more grounded and better equipped." – **COO, Tech company**

WHY MARIPOSA

"I value the caliber, depth of experience, passion, and tremendous integrity of both Mariposa's leadership and coaching staff. And I appreciate how committed Mariposa's leadership remains to the continuing development and growth of its coaches."

CONTACT

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Susan Wayne, M.B.A.

PROFESSIONAL BACKGROUND

Susan Wayne, M.B.A., is a Founder at ChangeCast and an Executive Leadership Coach 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. Prior to that, Susan spent 18 years in marketing, where she was known for her strong strategic and organizational leadership of high-profile brands. She served as Chief Marketing Officer for Old Navy, as well as Executive Vice President and Co-Leader of Account Management at Leo Burnett.

APPROACH + SPECIALTIES

For the past 14 years, Susan 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, identity 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.

CLIENTS

Some of her clients across the globe include Senior Directors to C-Suite leaders at Fortune 100, start-ups to IPO companies in biotech, healthcare, pharmaceuticals, technology, and other industries. Sample engagements include:

- **CMO/Corporate VP** at Fortune 50 technology company
- **CEO** of mid-stage technology start-up
- **CEO** of high-growth consumer products company
- **CEO** of high-growth biotech company
- **COO** at cloud-based technology company
- **COO** at early-stage education start-up
- **CMO** at health care company
- **CMO** at large online retailer
- **SVP Brand Strategy** at Fortune 50 financial services firm
- **SVP Marketing** at global beauty care company
- **Executive Creative Director** at top 5 advertising agency
- **Chief Strategy Officer** at large professional services firm

EDUCATION + CERTIFICATIONS

- Certified Professional Co-Active Coach (CPC), 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

PERSONAL TIDBIT

Susan resides in Marin County with her wife and dog. Her passions include travel, hiking, food, connecting with her loved ones, and inner and spiritual growth.