



DIRECTOR, BUSINESS OPERATIONS

WHY MARIPOSA

“After 17 years as the Director of Biz Ops at Mariposa, I’m still energized by our mission. We’re all about nurturing authentic, forward-thinking leaders. But what really makes Mariposa special? It’s our tight-knit crew. We’re not just colleagues; we’re a community of coaches who have each other’s backs, professionally and personally. This supportive vibe, combined with the real impact we make on organizations, is why I first joined and why I’m still here, loving what I do. At Mariposa, we’re not just working – we’re growing together and making a difference.”

CONTACT

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Allison Adams

PROFESSIONAL BACKGROUND

With over two decades of experience across diverse industries—from architecture to finance, tech to transportation—Allison orchestrates the behind-the-scenes operations that empower the management team and executive leadership coaches to deliver high-quality, impactful executive coaching services. Her ability to pivot between roles and her unique blend of skills keep the firm running like a well-oiled machine, ensuring its continued success and growth.

APPROACH + SPECIALTIES

Allison’s multifaceted approach combines strategic thinking with hands-on execution. Her professional toolkit includes:

- **Operations Architecture:** Crafting efficient systems and workflows that streamline processes and boost productivity.
- **Financial Stewardship:** Ensuring fiscal health and driving sustainable growth through astute financial management.
- **HR Leadership:** Nurturing a dynamic team environment that fosters collaboration and professional development.
- **CRM Expertise:** Fostering strong client relationships through effective use of customer relationship management tools.
- **Marketing and Brand Strategy:** Elevating Mariposa’s brand presence and market position through innovative marketing initiatives.
- **Technology Management:** Maintaining and optimizing the firm’s digital ecosystem to support seamless operations.

PERSONAL TIDBIT

Known for her caring nature and creative flair, Allison balances her role at Mariposa with a passion for freelance graphic design. Her expertise in typography, color theory, and graphics enhances both Mariposa’s visual identity and her diverse clientele’s branding needs.

Allison splits her time between San Francisco and Napa with her partner and beloved Goldendoodle. She embraces life’s pleasures, from wine tasting to culinary adventures and travel. Valuing connections with family and friends, Allison thrives on the vibrancy of city life while appreciating the serenity of wine country.