



EXECUTIVE LEADERSHIP COACH

CLIENT TESTMONIAL

"Barbara was wonderful to work with, catered to my needs and my idiosyncrasies. She is organized and setup the whole process in a transparent manner and easy to approach." – SVP, Pharmaceutical Development and Manufacturing, Biotech Company

WHY MARIPOSA

"I love the community, the support, and our consistent quest for learning to make us better coaches for our clients."

CONTACT INFO

[linkedin.com/in/barbara-baill-8377/](https://www.linkedin.com/in/barbara-baill-8377/)

barbara@mariposaleadership.com

650 303 0043

Barbara Baill, M.A.

PROFESSIONAL BACKGROUND

Barbara Baill, M.A., is the Principal of Perceptus, Inc. and an Executive Leadership Coach with Mariposa Leadership, Inc. Barbara brings to her clients the wisdom and learning from 25+ years of Human Resources and line management experience in the fast-paced environments of high-tech industries. This included 5 years leading HP's Global Executive Development function and 7 years as the VP of HR for Quantum Corporation's Disk Drive Business; both assignments resulting in driving large scale organization change initiatives. Barbara began her coaching career in 2002, dedicated to helping leaders increase their leadership impact and find more personal satisfaction in both their business roles and personal lives.

APPROACH + SPECIALTIES

Barbara works with senior leaders to:

- Receive feedback that helps them develop a deep understanding (i.e. "the story") of how the client is perceived throughout the company) and to learn how to shift that story
- Develop the understanding and capacity for optimizing their strengths
- Develop or grow capabilities that will ensure their leadership impact
- Learn to broaden their view of themselves and others and better balance inquiry and advocacy

CLIENTS

Barbara has coached Directors to C-level Executives at companies such as Hewlett-Packard, Genentech, AppFolio, Applied Materials, Corcept Therapeutics, Gilead Sciences, Cisco Systems, and NVIDIA. Sample engagements include:

- **Chief Legal Officer, Chief Financial Officer** at technology companies
- **SVP of Pharmaceutical Development and Manufacturing** at a biotech company
- **Chief People Officers** at multiple technology and pharmaceutical companies
- **SVP Sales** at a software development company
- **Business Unit Leaders** at a technology company
- **SVP** of a therapeutic area at a pharmaceutical company
- **VP of AI Research** at a technology company

EDUCATION + CERTIFICATIONS

- M.A., Industrial Relations, University of Minnesota
- B.A., Sociology, University of Michigan
- Certified Integral Coach: New Ventures West
- Certified in *Myers Briggs, Voices, PDI, Tilt Leadership Assessment Tools*, and *Enneagram (IEQ9)*

PERSONAL TIDBIT

Barbara is a great listener, astute in understanding how to effectively manage through organizational cultures and politics – a fabulous combination of big heart and business savvy. She has three adult daughters, and when she's not traveling you'll find her on long walks or doing Pilates.