

Mikaela Kiner

# FEMALE FIREBRANDS

## Press Kit

Thank you for your interest in interviewing Mikaela Kiner. Our team has created a number of resources for you, including the following:

- Mikaela's Bios
  - Book Description
  - Website and Social Media Links
  - Endorsements
  - Interview Resources
  - Image Gallery
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## Mikaela Kiner's Bio

### Option 1 - 124 Words

MIKAELA KINER is an experienced HR / People Operations professional, founder/CEO, and executive coach. In 2015, Mikaela founded Reverb, creating a healthy, inclusive culture in startups and growing companies in the Pacific Northwest. A People Operations professional for nearly twenty years, Mikaela enjoys coaching leaders at all levels and promoting gender equality at work. She's been quoted in Fast Company, the Wall Street Journal and The Muse, and is a member of the Forbes Human Resources Council and Puget Sound Business Journal Leadership Trust. A native Seattleite who grew up on Capitol Hill, Mikaela is married to Henry, a musician, artist, and teacher. Their two children, Simon and Sidonie, are good at challenging the status quo and are a constant source of learning and laughter.

### Option 2 - 274 Words

MIKAELA KINER is an experienced HR / People Operations professional, founder/CEO, and executive coach. In 2015, Mikaela founded Reverb, a leading provider of flexible People Operations services for startups and fast-growing companies in the Pacific Northwest. Reverb's purpose is to help companies create healthy, inclusive culture that engages and inspires employees. The firm works with companies such as Juno

Therapeutics, Wizards of the Coast, and Microsoft, as well as many early-stage startups.

Mikaela believes that people can have fun and be productive at work every day, as long as they're happy, challenged, and valued. Craving balance in her own life, Mikaela created Reverb to work with companies who need just-in-time HR help. In line with her mission, the Reverb team has the flexibility to do meaningful work while enjoying time outside of work for themselves and their families.

Prior to founding Reverb, Mikaela held HR leadership roles at Northwest companies including Microsoft, Starbucks, Amazon, PopCap Games, and Redfin. In addition to living for three years in India, she's worked with leaders throughout Europe and Asia. Mikaela enjoys coaching leaders at all levels and helping companies build healthy, inclusive cultures.

Mikaela holds a Master's Certificate in Organizational Development from The New School for Social Research. She's a certified executive coach with a credential from the International Coaching Federation, and a certified practitioner of Brené Brown's Daring Way and Dare to Lead™ curriculum. A native Seattleite who grew up on Capitol Hill, Mikaela is married to Henry, a musician, artist, and teacher. Their two children Simon and Sidonie are good at challenging the status quo and are a constant source of learning and laughter.

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## Female Firebrands Description

If readers are not sure what a firebrand is, they are certain to find out in Mikaela Kiner's powerful first book. Women of all generations will nod in recognition at the stories of 13 successful professional women from diverse backgrounds and industries as they recount the challenges they've faced in their careers and how they have overcome bias, sexism, and the power imbalance.

These women are role models, not just because they've been successful in their careers, but because they are mission driven and doing good in the world. They are whole people—dealing with issues of work, family, balance, confidence, and the need to stay motivated and strong.

Mikaela Kiner spent 15 years in HR leadership at Microsoft, Starbucks, Amazon, PopCap Games, and Redfin. In 2015 she founded Reverb, which helps companies create healthy, inclusive culture that engages and inspires employees.

*Female Firebrands* is an honest, modern, and solutions-oriented guide for dealing with situations women know all too well: sexual harassment, not being taken seriously, and being talked over, passed over, underpaid, and underappreciated. Mid-career women will read this book and know they're not alone. Women earlier in their careers can save years of heartache and frustration by learning what's worked for women who came before them.

Chapter checklists provide invaluable to-do lists for women, men who want to be their advocates, as well as HR and business leaders. Readers will learn how to—

- Develop tools and techniques to stand and speak up on behalf of yourself and others when it's both difficult and necessary
- Get better at recognizing “little indignities” you don't have to tolerate
- Understand what it means to be an informed, empowered advocate for women
- Increase awareness of your own blind spots and biases so you can learn from them
- Recognize the role of privilege at work and how it can be used for positive change

View the book's sell sheet [here](#).

View the book's trailer [here](#).

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## Website and Social Media Links

- [Female Firebrands book website](#)
- [Reverb website](#)
- [Mikaela's LinkedIn](#)
- [Mikaela's Twitter](#)
- [Reverb's Instagram](#)
- [Reverb's Facebook](#)
- [Reverb's Twitter](#)
- [Amazon](#)
- [Barnes and Noble](#)
- [Hudson Booksellers](#)
- [IndieBound](#)
- [Books-a-Million](#)
- [Goodreads](#)

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## Endorsements

“Reading *Female Firebrands* is like getting to listen to a private conversation among powerful, smart women sharing their war stories about the challenges of being a woman in the workplace. Kiner is personable, authentic, and pragmatic. The book combines inspiration with actionable advice targeted not only to female professionals, but also to men who want to be better advocates and HR and business leaders who want to lead better.”

*Julie Pham, PhD*

*VP of Community Engagement & Marketing, Washington Technology Industry Association*

“What I loved about this book was the marriage of deeply personal stories from a diverse group of women with actionable advice for not just women but also male advocates, HR and business leaders. Without an integrated approach to tackling inequities in the workplace, nothing will improve. Mikaela Kiner makes a call for all of us to examine and check our own privileges and then to use those same privileges to help create a more equitable workplace for everyone.”

*Lydia Frank*

*VP Content Strategy, Payscale*

“A smartly written book that puts women’s stories at the center of the narrative and will help women (and men) affect positive change in the workplace. I couldn’t get enough of these real-life stories told by women from an incredibly diverse set of industries and backgrounds. Their advice and ideas are remarkably easy to understand and put into action. I plan on giving this book to the potential Female Firebrands I know, and the men that want to be great advocates.”

*Chris Capossela*

*CMO Microsoft*

“Female Firebrands is a wonderful book that honors the spirit, passion, and commitment women bring to work, the workplace, and leadership. Global Industry Analyst in Leadership and HR. The stories are inspirational and educational for everyone and I highly recommend this book for men and women in business.”

*Josh Bersin*

*Global Industry Analyst in Leadership and HR*

View a complete list of endorsements and peer reviews [here](#).

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## Interview Resources

### Topics

Practical actions, tips, and techniques women can use to stand up at work.

#### *#MeToo in the Workplace*

Since the hashtag took off in the last year and a half, #MeToo has caused huge shifts in the lives of women in their workplace. However, there are still many stories to be shared. We explore the role of HR and corporate leaders in the wake of #MeToo.

#### *#MomToo: pregnancy and parenting at work*

Mothers have long faced challenges in the workplace. Beyond just having to raise children while working, moms are underestimated by their peers for their ability to raise children while working. However, there are many skills acquired through parenthood that have proven to make moms even more productive than their childless peers.

#### *Male Privilege & White Privilege: The impact of privilege and how to use privilege for good*

Privilege comes in a variety of forms and impacts the careers of everyone differently. A major theme in the Female Firebrands book is the intersection of various forms of privilege and how they shape experience and power.

#### *Privilege & White Women: What keeps women apart and how they can come together*

White women aren't at fault for their privileges, yet they need to increase their awareness of how privilege shows up. How are privilege and oppression different

between white women and women of color? There are steps white women can take to better understand their privilege and use it in a positive way.

### *Advocating for Yourself and Others*

Women at work have long been encouraged to advocate for themselves as an important cornerstone of cultivating their success. Many women are still uncomfortable doing so, and lack the necessary tools. Beyond advocating for ourselves how can we lift up other women as well?

### *Female Rivalry*

Despite the need to band together, all too often we see women in unnecessary and unhealthy competition with one another. Rivalry between women holds many back and is often rooted in the oppression they face in the workplace. It's time we debunk the "one seat at the table" myth.

### *Role of the Male Advocate*

Often men in the workplace want to advocate for women, but how? After writing *Female Firebrands*, Mikaela has some ideas about how men can enter the conversation, and the importance of their support and sponsorship of their female peers and colleagues.

The book addresses a number of other obstacles women face at work, including:

- Double standards
- Glass ceiling and concrete ceiling
- Glass cliff
- Imposter syndrome
- Internalized sexism
- Unconscious bias

## **Talking Points about Mikaela**

- Fifteen years in HR business partner and leadership roles including Microsoft, Starbucks, and Amazon. Head of HR at PopCap Games (acquired by Electronic Arts) and Head of HR at Redfin.
- Three-year expat assignment in Hyderabad, India, with Amazon. When she arrived, Mikaela was the only westerner out of 2500 employees in three locations, and a member of the India Leadership Team (ILT).
- Mikaela had both of her kids while working at Microsoft and fully enjoyed their generous twenty-week maternity leave package. She also had them with her in India where she traveled extensively.

- Certified as an executive coach in 2014 through the Hudson Institute. Certified in Brené Brown's Dare to Lead™ curriculum.
  - Founder and CEO of Reverb, an HR consultancy dedicated to creating healthy, inclusive cultures at work, which is a certified woman-owned business.
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## Image Gallery

You can select and download headshots, lifestyle shots, logos, and book covers [here](#).

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## Past Interviews and Speaking Links

- TLDCast: The Training, Learning, and Development Community Podcast: [Women in L&D \(WiLD\): Mikaela Kiner, Founder & CEO of Reverb](#)
  - GeekWire: [Outreach, training and 'culture add': How tech can turn the corner on diversity and inclusion](#)
  - [Startup Grind Eastside Fireside Chat](#)
  - Seattle HR Collective Meeting: [Pay Equity Gender and Beyond](#)
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## Q & A with Mikaela

### **Why did you write *Female Firebrands*?**

I wrote this book in order to share my experience as a professional woman and a working mom. I see opportunities every day to create more healthy places to work where everyone is happy, challenged, and feels a sense of belonging. With two kids, including a teenage daughter, the future of work and gender equality is extremely important to me.

### **What made you choose to write about women at work?**

I've shared so many stories over the years of my own experiences which were at times shocking, demeaning, and demoralizing. At the same time, I've had incredible managers, mentors, sponsors, and role models who have taught me so much - not just about work but

about humanity and what it really means to lift someone up. They have inspired me to see what the future can look like if more people would follow their lead

### **How did you choose the women you wrote about, the Firebrands?**

I made a list of women I admire - some I knew, others I didn't, but had heard or read about. My criteria were simple. These women are professionally successful, but there is also more to them. I sought out women who are mission-driven, those with a purpose who care about shaping the future for women and other underestimated people.

I chose a diverse group of women who would bring rich perspectives. It was critical to include stories from women of color, immigrants, and LGBTQIA+ to learn and share perspectives that are different from mine, and will resonate with a broader group of women.

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## **Sample Chapter**

[Download a chapter](#) from *Female Firebrands: Stories and Techniques to Ignite Change, Take Control, and Succeed in the Workplace*.