



We're not a recruiting firm.  
**We're an extension of your trusted network.**

We're also experts at identifying the best women candidates for your board.



## How we work

- **You retain your internal board selection processes** and we do the heavy lifting, helping you determine the right fit and making connections to the right women.
- **There is no fee or retainer for our service;** as a non-profit we are reliant on and always appreciative of donations.

## How we choose

- **We work with you to determine what you are looking for in a board member and then hand-pick a list of recommended women to consider.**
- **Our mission is to help you get the right woman on your board.** The network we leverage is not limited to Athena Members;\* we tap our wider community to find you the best possible considerations.
- **We make it easy to see a potential match immediately** by providing curated, concise summaries of the experience of women we believe are a strong potential match. If you request further information, we provide bios, CVs, and other resources to help you with a more detailed assessment.
- **We don't flood your inbox.** We have found success with just 3-8 introductions.
- **We respect the level of confidentiality you request in the process** and work with your search firm if you have engaged one.

## How we introduce

- **We work on your schedule,** and make succinct, on point, warm introductions. We also offer our participation in discussions with the woman to help facilitate value understanding on both sides.
- **We follow up on the process to provide further support,** including recommending other women to consider.

## Making a match

- **You continue your board's unique selection process until a match is made.**
- **It's really that simple.**

*\*An Athena Member is a top executive women who Athena believes would be a great addition to a board, and who has formally joined Athena to benefit from our Membership Programs - 1:1 coaching, workshops, networking opportunities, and mentoring others. Athena considers both Athena Members, and qualified non-Athena Members when supporting boards to make great introductions.*



## Praise for Athena from Members

***"Athena has opened doors that I would never have been able to open..."***

*...but that is not the only value Athena provided – being advised, coached and cheered on by an experienced Journey Advisor was invaluable. At crucial moments during the process, they shared experiences and suggestions that made a difference in my journey towards a board seat. Connections and trust are invaluable in the board equation. By providing not just the open door, but the trust of the boards they support and the talented women they sponsor, Athena has created a differentiated approach to creating and celebrating change, one board at a time."*

**Sandy Carter**

CEO-Founder Silicon Blitz, and Past Fortune 25 Executive

***"Within months of joining Athena, I was in conversation with a Fortune 500 company."***

*Athena has a unique approach, not just helping women prepare for board service, but in building an active network that connects boards directly with candidates"*

**Obi Felten**

Head of getting moonshots ready for contact with the real world at X  
(formerly Google X)

***"The tools, activities, and support that Athena Alliance provides are all very practical and really designed to prepare women for the journey from beginning to end."***

*The Athena Alliance team has put together a great program that really helps prospective board members understand what it really takes to move from 'hands on' to the Board Room. I feel honored to be a founding member of Athena Alliance."*

**Julie Cullivan**

EVP of Business Operations and CIO at FireEye



## Praise for Athena from Members

***"The Athena Alliance is tireless in its mission to bring valuable opportunities and indispensable resources to its membership."***

*There are only actions and results – from matching me to stimulating board roles and promoting my company and my profile among industry leaders, to helping me make the most important business connections. When I think of any organization that is a must to be a part of, I first think of The Athena Alliance"*

**Caroline Tsay**

Athena Pioneer, Board Director of Rosetta Stone and Travel Zoo, CEO of Compute Software, and Former VP & GM of Software at Hewlett Packard Enterprise

***"The Athena Alliance has given me an incredibly high quality peer group to network with and learn from. The connections I've made through Athena are with people who truly care about supporting each other and have the wisdom and experience to add value."***

*I've long wanted to serve on a corporate board, but was struggling to advance this mission. Many of my female peers at Autodesk were in the same situation – interested, but not knowing where to start. Autodesk invests heavily in development and diversity and inclusion for our employees, but did not have much targeted at the executive levels. Athena has been a great supplement to our diversity and inclusion efforts while also providing growth and development for our most senior women."*

**Amy Bunszel**

VP of Digital Products for Autodesk

***"I admire and wholeheartedly support The Athena Alliance's mission and am proud to be a member of this wonderful organization."***

*The Athena Alliance has been valuable to me on several fronts: providing useful board-readiness training and insights via informational sessions, facilitating introductions to boards in active recruitment and enabling connections with a powerful community of women."*

**Helen Riley**

CFO of X (formerly Google X)



## Praise for Athena from Board Leaders

***"I could not recommend Athena more strongly if sourcing world class women leaders for your board is important to you.***

*Sourcing world class board members is a tough challenge for a startup. Typically, our options are limited to going through our existing board, or personal networks. Athena opened up a new channel for us, and allowed us to meet incredibly talented and driven women execs who were board ready."*

**Lawrence Coburn**  
CEO of DoubleDutch

***"The process could not have been easier and more enjoyable.***

*The Athena Alliance connected us with a broad array of incredibly talented women from a variety of disciplines, all with deep knowledge and experience in various technology sectors."*

**Rick Smith**  
Founder & CEO, TASER International

***"I have participated in a number of Athena Alliance events and have always been impressed by the quality of executives in the network, the content of the events, and the atmosphere of community Athena fosters.***

*In my role as a venture capitalist, I serve on boards and help our companies build their boards. In addition to potential candidates for private company boards, I am frequently asked for candidates for Public Boards. Recently, I asked the Athena Alliance to make referrals of candidates for several large public boards. Athena continually identifies the best few women to put forward. Their credibility in this regard enhances my ability to serve my network in the same way and ensures I will continue to turn to Athena as new opportunities arise."*

**Ann Winblad**  
Managing Director of Hummer Winblad Venture Partners, board member at MuleSoft, Sonatype, Ace Metrix, and Optimine, Board of Trustees for the University of St. Thomas and Trustee of the Richard M. Schulze Family Foundation.