

# Strategic Network Expansion: 100 Female Executives Sourced in Just 2 Weeks

## Summary & Key Takeaways

- ▶ Greycroft was hosting its prestigious annual CEO summit. A cornerstone of the virtual event was a networking session where the CEOs of 30 Greycroft companies would connect to vetted, qualified board candidates for consideration for open board seats.
- ▶ With just three weeks until the event, Greycroft contacted Athena to expand their reach to top women executives.
- ▶ Within 2 weeks, Athena delivered more than 100 board-qualified candidates for the event.

## A need to network on a global scale

Greycroft is a venture capital firm that manages more than \$2 billion in investments with some of the most prominent names in the tech startup community. Headquartered in Los Angeles and New York City, Greycroft's investments have global brand recognition. They are constantly focused on strategically evolving their network, from all sides, from investments and board director candidates to advisors and operating talent.

Greycroft was hosting its first ever virtual CEO Summit, dedicating a portion of it to focus on helping their CEOs expand their pool of potential board directors and increase opportunities for top-tier talent to become board directors. 30 of their portfolio of over 200 companies had open board seats at that time. To make the event a success, Greycroft knew it had to reach beyond its existing network to tap into exciting new talent.

## Ready to get started?

Contact us at [Opportunities@AthenaAlliance.com](mailto:Opportunities@AthenaAlliance.com) or  
[www.AthenaAlliance.com](http://www.AthenaAlliance.com)

## Instant access to top female executives

When investment firms partner with Athena, they work with a dedicated person on the Athena side to serve as their Network Broker. The partnership begins with a discussion around the investment firm's needs and what they are looking for in terms of network expansion or board talent. The Network Broker works to consistently deliver curated connections each month, tailored specifically to an investment firm's desired network profile. The Network Broker will also report on connections made and connections in progress.

For the Greycroft board networking session, the stakes were high: the event was just three weeks away, and it was imperative that the women attending the event were not only board qualified, but a qualified match to one of the 30 open board seats and diverse in perspective, background, and ethnicity.

### **'Greycroft could not have pulled off this event without Athena Alliance'**

Once Athena's Network Broker understands the specific member profile an investment firm needs to meet, she searches Athena's vast community for the perfect matches. Greycroft was updated on Athena's progress every few days, including links to prospective attendee profiles. Athena handled all the communication and expectation-setting with the Athena members. Once Greycroft approved the suggested members, the Network Broker made the connection through warm and personal introductions.

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# **"Within two weeks, Athena Alliance provided over 100 incredible candidates for Greycroft's inaugural board networking session."**

— Hannah Shore, Platform Director at Greycroft.

"Over a third of these candidates were selected to meet with the CEOs of Greycroft companies during the event and over half of the selected candidates are in further discussions to potentially join the boards of Greycroft companies. Not only did Athena provide top-notch candidates but the team was responsive, strategic, and creative. Greycroft could not have pulled off this event without Athena Alliance. I intend to partner with them for future board director-related events."

Given the success of the CEO Summit, Greycroft will be partnering with Athena for quarterly events throughout the year, including assistance building out their advisory board.

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