

NASDAQ-Listed Companies Bring Diversity to Their Boards with Ease

Summary

- ▶ Pixelworks was ready for a new board director, but like most companies, they were not thrilled about the proposition of hiring expensive recruiters.
- ▶ Pixelworks had a clear vision of the skills and perspectives of their future board director.
- ▶ Within days of meeting with Athena, Pixelworks received a great list of board-ready executive women.
- ▶ Within 4 months, Pixelworks formalized an agreement with a new board candidate.
- ▶ Pixelworks was so pleased with their experience that they recommended Athena's services to another NASDAQ-listed company board, Cirrus Logic.

Eager to diversify, but lacking the network

Pixelworks (PXLW) is a NASDAQ company based in San Jose that provides content creation and image processing innovation to global providers of consumer electronics and video streaming services. Its board was committed to diversifying by bringing on a woman executive. But while they were eager to grow and hire the right woman leader, they also knew they didn't have the network or the deep pockets the largest companies have to work with. Traditional board director recruiting firms can easily become a six-figure investment. Pixelworks had heard about Athena's reputation for creating successful board matches. They were also encouraged by Athena's reasonable success-fee only model, where boards only pay if Athena introduces them to the right candidate.

Ready to get started?

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www.AthenaAlliance.com

A fast, affordable way to discover female board director candidates

The board recruitment process with Athena begins with a phone call to orient the Athena team around a company's goals and requirements for their future board director. David Tupman, board director at Pixelworks and NASDAQ-listed Cirrus Logic (CRUS), worked with Samantha Lorenzo, Athena's Board Support Manager.

"The team at Athena was great to work with, incredibly responsive and quick to understand our needs," said Tupman. "We received a list of suggested candidates straight to our inbox within just a few days. The Athena team worked with us to narrow our candidates. They contacted every candidate on our behalf. We were impressed with Athena's professionalism and with the quality of the candidates who were presented to us for consideration."



David Tupman

Independent Board Director @ Cirrus Logic & Pixelworks

 pixelworks™

 CIRRUS LOGIC™

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Athena first searches for board candidates in our community and our vast global network. If necessary, we reach beyond the Athena community, actively recruiting on a board's behalf. Our team provides a weekly update on its progress.

“Diversity is incredibly important to Pixelworks. That coupled with Athena’s modest pricing and success-fee model made them a risk-free choice for us,” said Todd DeBonis, CEO of Pixelworks. “They made it almost effortless for us to expand our network to meet the right women executives.”

Success in just 4 months

After just five months, Pixelworks discovered its ideal candidate: Athena member Amy Bunszel, Senior VP of Design and Creation Products at Autodesk. Amy delivers the C-Suite technology experience and product strategy that Pixelworks was seeking, leveraging her experience across engineering, construction, film, and game industries. Beyond her corporate expertise, she also offers the perspective of a previous startup founder, with extensive experience driving transformation and inspiring deep customer loyalty.

Pixelworks went on to recommend Athena’s board recruitment services to Cirrus Logic, an additional NASDAQ-listed company. Athena successfully recruited a woman board director for that company, as well once again closing the process within 4 months.

Recommendations from those companies have brought other NASDAQ companies to Athena with the same levels of success. Athena has supported 30 board placements with NASDAQ companies in the last 12 months.



Amy Bunszel

EVP Architecture, Engineering,
and Construction Design @
Autodesk

Appointed to the Board of

pixelworks

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Athena's Board Support Stats

623

Interviews Secured

168

Matches Facilitated
all time

68

Matches Facilitated
in 2020

Athena's Support For Executive Development

2362

Coaching Hours
Delivered

398

Brand Packages
Created

1159

Key Connections
Made

158

Live Salons
Delivered

309

Digital Training
Modules in Library

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