



The Athena Effect

July 2, 2019 | #TheAthenaEffect

SPECIAL EDITION

BLUEPRINT FOR SUCCESS

As you prepare for your July 4th celebration with family, friends and fireworks, Athena brings you this special edition of its monthly "Blueprint for Success." A departure from our standard edition which focuses on the career secrets of an executive woman in STEM, we instead capture the proverbial fireworks of select STEM leaders and women advocates who underscore the power of diversity for corporate performance and the impact of the network for leaders intent on accelerating their career path.

Straight from the "turquoise carpet," access the who's who in Athena's thriving community of diversity champions during Athena's Annual Pinnacle Awards Gala hosted at Qualcomm on May 7, 2019.

[CLICK HERE TO WATCH](#)

WHAT'S NEXT?

JULY 25

DISTINGUISHED
SPEAKER SERIES:
Karyn Schoenbart,
CEO and author of
Mom.B.A.

AUGUST 14

LSIG ANNUAL SUMMER
WINE SOCIAL

AUGUST 22

ON BOARDS SERIES
Workshop 2:
Formulate Your Board
Placement Action Plan
Registered Attendees:
[Login](#) to access materials

Click [here](#) or scroll down
to learn more about
these exciting upcoming
Athena programs

SPONSOR SPOTLIGHT

Get to know the
companies
that actively support the
women of STEM and
Athena's mission to widen
the bridge and
empower 1 million
women leading in STEM
by 2030.



"Let us do what we can do and not have to worry about overcoming obstacles."

SIMONE BIGI | SR. RESEARCH ASSOCIATE, TAKEDA



JULY 25 | DISTINGUISHED SPEAKER SERIES Meet Our Speaker: Karyn Schoenbart

Athena and Sony present Karyn Schoenbart on July 25, to divulge her success strategies as a mom, an acclaimed author and CEO of a publicly-traded tech company.

Karyn is the Chief Executive Officer of **The NPD Group**, and the best-selling author of **Mom.B.A. Essential Business Advice from One Generation to the Next**. She's spent the majority of her career working at The NPD Group, a provider of information and advisory services. combining unique data assets and prescriptive analytics with industry expertise to support better business decisions and drive growth.

Karyn has received several awards recognizing her outstanding impact as a female business leader including the 2016 Long Island Brava Award and the 2017 Legacy Award from Women in Consumer Technology. She was also named one of the Top 25 Most Influential Women of the Mid-Market by the CEO Connection for the past four years.

Karyn serves on the advisory board of The Resolution Project, a nonprofit organization that develops socially-responsible young leaders and has served on the boards of directors of Civic Science, ARF Women in Analytics and CASRO, the Council of American Survey Research Organizations. She regularly teaches classes in leadership and developing client relationships.

JULY 25 | 5:30 - 8:00 | [REGISTER HERE](#)

Sony Electronics | 16535 Via Esprillo, San Diego, CA 92127

\$35 Members | \$55 Non-Members
Sponsored members complimentary with code

The first 100 attendees through the door receive a complimentary copy of Mom.B.A!

MEMBER BENEFIT
THE ATHENAEUM

Did you miss an Athena program? [LOG IN](#) to your Athena account for exclusive access to the Athenaeum, our member's only digital content with full-length video archives of Athena events.



August 14 | 5:30 - 8:00
Takeda and Illumina Co-host
Athena's Summer Wine Social
for Life Sciences Leaders

Calling all women in STEM - mark your calendars! It's summer time and that means it's time for Athena's Life Sciences Special Interest Group's Summer Wine Social on August 14. This event sells out quickly as hundreds of professional STEM women and men mark this occasion to strengthen connections, build out targeted networks and take stock in the terrific women that comprise Athena's tight knit community.

This year, we're convening this marquee event in partnership with the diversity champions of Takeda and Illumina. The event will be hosted at Takeda's new state-of-the-art biotech R&D center, a 165,000 square foot campus building unveiled this summer and will fashion an unforgettable experience that Athena in the summertime is known for.

SIGN ME UP!



TAKE ACTION IN ATHENA'S
#CelebratingYou Campaign

Athena women are known for taking swift action and the participation in our #CelebratingYou campaign proves it. As we all become better self-advocates and learn to celebrate our wins, small and large, we want to share your career successes with our STEM community – KEEP THEM COMING!

Did you earn a promotion? Did your startup company receive a funding round? Did you land a new job or appointment to a board? Did your CEO sign the [UN Global Compact](#)? Did you write a book or start a company? Are you serving on an industry panel or honored with an award?

Click [here](#) to drop us an email so we can share your success on social media. We want to celebrate you and share in your leadership journey!

