



The Athena Effect

July 9, 2019 | #TheAthenaEffect

Women In Leadership is Smart Business: A Competitive Imperative

"Advancing our female workforce creates a robust pipeline of top talent for Sony's future, it enhances organizational performance and boosts profits and shareholder value," said Cheryl Goodman, Head of Corporate Communications, Sony Electronics, Inc, North America. Athena's 2019 White Paper features an inside look at Sony and its diversity philosophy that creates better problem solving for greater innovation, its competitive edge in recruiting/retaining talent and the measured ROI when more women are in leadership positions. [Read More](#)

While more companies are facing the growing body of research linking diversity with stronger corporate performance, Athena salutes its **GOLD Corporate Sponsors** for their commitment to modernize their business through the diversity lens.

For those interested in doing business with or joining companies with a commitment to diversity and that support Athena's mission to empower 1 million women leading in STEM by 2030....meet these corporate diversity champions.

Email [Holly Smithson](#) to learn more about Athena corporate sponsorship.



intuit.



Qualcomm



SONY.

teradata.

ThermoFisher
SCIENTIFIC

"Every woman's success should be an inspiration to another. We're strongest when we cheer each other on."

SERENA WILLIAMS



Athena women are well known for taking swift action and the participation in our #CelebratingYou campaign proves it. As we all become better self-advocates and learn to affirmatively 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!

WHAT'S NEXT?

JULY 25

DISTINGUISHED
SPEAKER SERIES
Karyn Schoenbart,
NPD 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:
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JULY 25 | 5:30 - 8:00

DISTINGUISHED SPEAKER
SERIES FEATURING

Karyn Schoenbart

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August 14 | 5:30 - 8:00
Summer Wine Social

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