



Kathy Zwickert

Member, Board of Directors
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Michele Bettencourt

CEO / Former CEO
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Talent Strategy

In the C-Suite and the Boardroom



Coco Brown

Founder & CEO - Athena Alliance
Board Director - Archerpoint
Former President/COO of Taos
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Kathy Zwickert

Board Director - Avalara
Former CHRO of Netsuite
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Michele Bettencourt

Co-CEO He Said She Said Productions
Formerly CEO / Chairman
of Imperva and Coverity

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Talent is a Board Level Discussion

“Our board today spends a day and a half every year on reviewing talent in every one of our businesses.”

Larry Fink - CEO, Blackrock
The largest asset manager in the world - \$7T

Diversity Leads To Better Business Results

158%

More likely to understand target customers

38%

More revenue from innovation

33%

Above average profitability

63%

Better early stage share price

19%

More revenue

C-Suite and Board Focus

Culture

Equity Structures and Compensation Philosophy

Leadership Succession

Evolving Workforce

- Diverse - on multiple vectors
- Reskilling
- Global
- Digital/Virtual
- Multi-generational

Why a CHRO Will Be the Next Must-Have Role in the Boardroom

Published on February 15, 2018

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Coco Brown

CEO, COO, Board Director and Advisor - Dy...

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An Experiment In How The Public Responds

- ~2x the likes of any Larry Fink LinkedIn article
- ~1/2 the likes of those written by Arianna Huffington

- I think we're on to something

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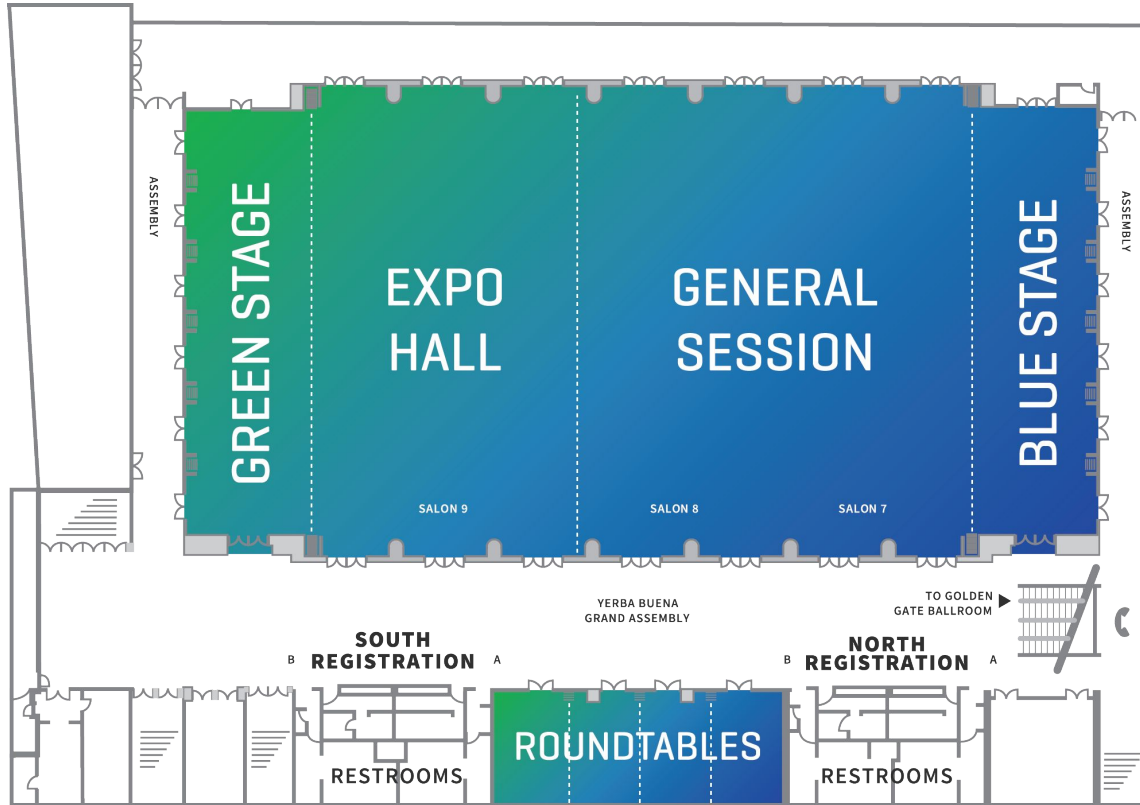
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Coco Brown

Founder and CEO
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Matt Charney

Chief Content Officer
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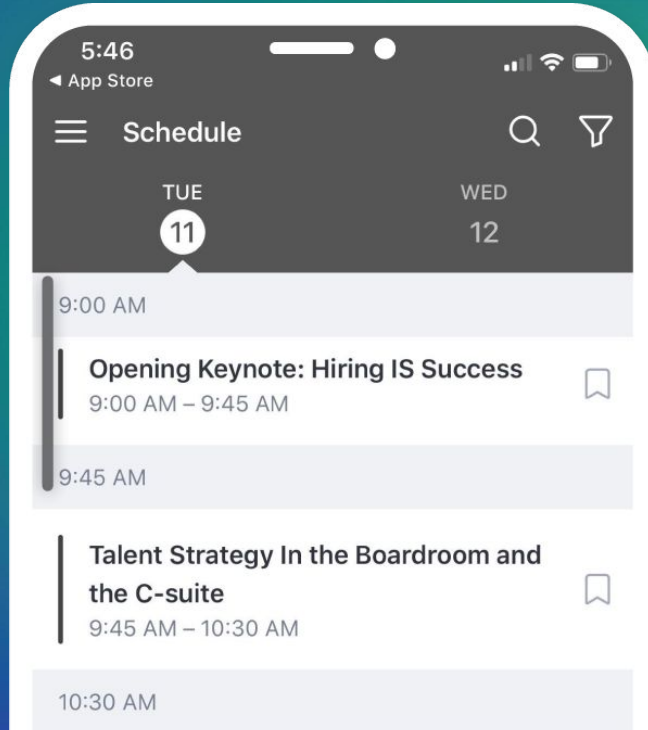


Journi

Singer and Songwriter
Banji Bad Bone

@BanjiBadBone

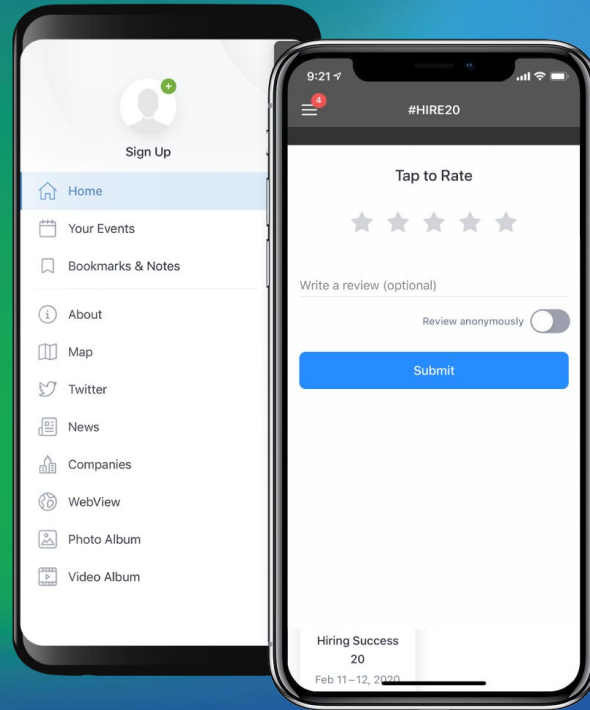
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@ the SmartRecruiters Booth

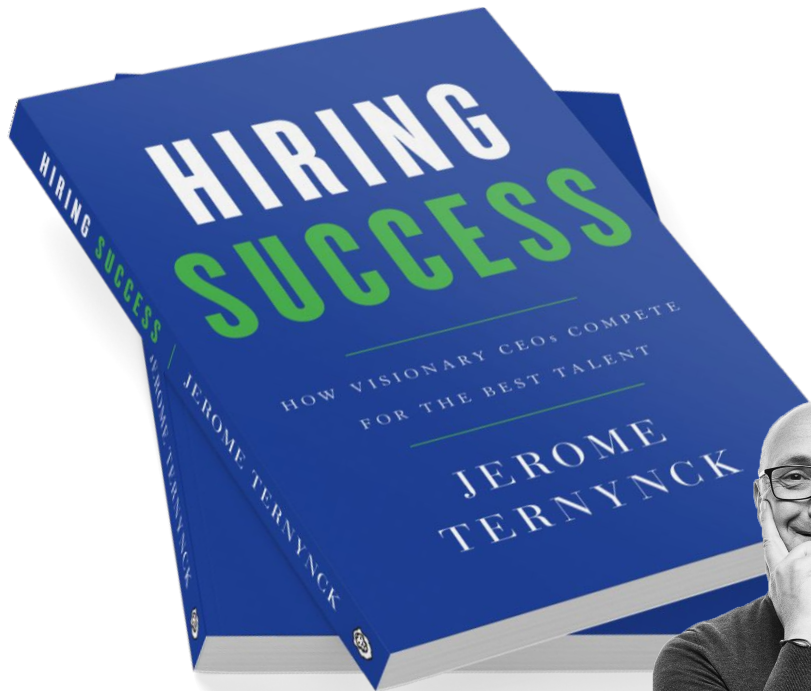
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