

Making Athena an Integrated Part of Your Executive Development Strategy

Autodesk, a global leader in design and make software for architecture, engineering, construction, manufacturing, and media and entertainment industries, first became a partner of Athena when four senior women executives became members. The women were rising in their career, with aspirations of landing a board director role. They came to Athena for hands-on coaching and one-on-one support, and the opportunity to meet hundreds of other women in similar positions.

That was 2016. Fast forward to today, Autodesk now has 50 women in its cohort of Athena members. The members are a broad mix of rising leaders and board seekers, spanning all departments and geographies across the Autodesk enterprise. Over the last four years, what began as an engagement for a few women has now transformed into a strategic advantage for the company.

A scalable, customizable approach to executive training and support

“As one of Autodesk’s first Athena members, I’ve personally experienced its incredible value,” said Amy Bunszel, Executive Vice President, Architecture, Engineering and Construction Design at Autodesk and the original corporate sponsor of the Athena program. “Athena’s flexible model gives women leaders at all senior levels a vast community of persistent support and learning from other executives. Members have access to the latest insights, the latest thinking, and the most current approaches for any and all business challenges. Athena’s hands-on coaching adds an intimate layer of support you can’t get anywhere else.”



Amy Bunszel

EVP, Architecture, Engineering &
Construction @ Autodesk



Raji Arasu

CTO @ Autodesk



Lynelle Cameron

VP of Sustainability @ Autodesk



Debbie Clifford

CFO @ Autodesk

Athena offers two membership plans, Self-Service and Concierge Service. Add-on services, such as one-on-one coaching, and resume and branding services, can be added on to either plan. Athena's subscription model allowed Autodesk to evaluate its cohort and modify their plan to meet the members' unique needs and goals.

"Senior leaders need a dynamic way to learn the business of running the business outside the function they lead, like how to read a cap table, interpreting the finances, understanding valuations from Wall Street, and designing the comp philosophy," said Coco Brown, founder and CEO of Athena. "It's not enough to be a great line leader, executives also must be great stewards of the business holistically. Athena not only helps on the education front, we also help women see where they fit in the big picture from a personal value and brand perspective. When companies like Autodesk invest in their leadership bench strength, they create stronger leaders, better retention of talent, and momentum toward advancement."

Proven executive development ROI and accountability

Through Athena, Autodesk can track its Athena progress year over year at the cohort level as well as the individual member level. Athena collects data on how each member is engaging within the community — with other members, mentoring connections, Salons attended or hosted, career opportunities applied to or presented for, board seats won, and more.

Athena leads quarterly business reviews (QBRs) to share the latest data, wins and challenges, and to strategize engagement at the cohort level. To date, Autodesk members have received more than 107 hours of one-on-one executive coaching, they have attended nearly 50 Salons, and 62% of them have taken advantage of key connections, whereby Athena curates thoughtful connections on the members' behalf. Autodesk members have been presented for 64 board seats and 4 board seats have been awarded to them over the course of their engagement with Athena.

A custom mix of services and support

Autodesk worked closely with the Athena member success team to craft a custom strategy for its executive development. Its program offers a blended mix of plans, Concierge Service, and one-on-one coaching hours.

Additionally, Autodesk members have access to a private Autodesk-only group on Athena. There, they receive timely updates, have a direct line to other cohort members and their Member Success Manager, and can support each other through private conversations.



Diana Colella

SVP, GM Media &
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Put Athena to work for your company.

Athena Alliance provides community-driven, SaaS-based executive education that makes it easy and accessible for leaders to learn from their peers. As the first Executive Education as a Service platform, Athena provides personalized, exclusive access to on-demand learning, one-on-one coaching, and virtual networking for “in-the-know” executives. Modern global leaders – from venture-backed, growth-stage startups to the Fortune 50 – join Athena to access the most current business lessons and executive knowledge, taught by other leaders at some of the world’s most reputable brands.



Athena can support your corporate executive development strategy with a custom plan.

Email membership@athenaalliance.com to learn more.

