



## ATHENA ON BOARDS

# CREATING YOUR BOARDROOM BIO

When reviewing a candidate, a board will be looking less at overall C-level skills and strengths and more at leadership experience that specifically addresses the missing board profile and/or functions that the board is looking to fill.

Consider these important questions to focus your bio on the accomplishments most valued and sought after by your ideal board:

- 🔗 **Why is the board seeking to fill this position now?**
- 🔗 **What specific functional needs(s) are they looking to fill?**
- 🔗 **What would success look like for the ideal board member?**
- 🔗 **What unique value and relevant experience are you bringing to the board to fill the board's needs?**
- 🔗 **What specific functional expertise do you bring to the table?**
- 🔗 **What critical relationships and affiliations (including past or current board service) in your career and personal network will you bring to leverage or open doors for the board?**

Make a list of your accomplishments that led to proven results using metrics when applicable that point to handling organizational complexities (e.g., built the X, ramped up the X, improved the X, identified the X, created X, led successful "M&A" or "RIFs" and/or "restructuring") or talents (e.g., motivational speaking, speaking a second or multiple languages).

Key knowledge and experience that are of particular interest to boards:

- 🔗 **Board presentation experience**
- 🔗 **Industry knowledge (e.g., medical/clinical/regulatory, manufacturing, technology, scientific, etc.)**
- 🔗 **Commercial knowledge (e.g., pipeline planning, scaling the business, reimbursement, etc.)**
- 🔗 **Technology knowledge (e.g., R&D, manufacturing, project management, economies of scale, etc.)**
- 🔗 **Financial knowledge (including funding strategies, tax or regulatory compliance, IPOs, turnarounds, M&A)**
- 🔗 **Strategic planning experience (including deals, partnering, M&A, divestiture, turn around, IPO, etc.)**



Experience that is not as critical to boards:

- ⚠ **Legal**
- ⚠ **Talent / human resources**
- ⚠ **Investor and/or public relations**
- ⚠ **Big data / databases / software**
- ⚠ **Patient experience**

Boards want your executive experience, executive presence, executive guidance, and connections. You need to be in a position to sell yourself so the following needs to be worked into the bio or discussions (“five-minute elevator pitch”):

- ⚠ **What great companies and/or accomplishments can you claim?**
- ⚠ **What are you passionate about? (i.e., your personal mission; your personal motivations)**
- ⚠ **What makes you uniquely good at what you do? (i.e., innate abilities; unique talents; special gifts)**
- ⚠ **Why do people enjoy working with you? (i.e., peers, bosses, customers, clients, vendors, regulators, politicians, and/or subordinates, etc.)**
- ⚠ **What do people say about you? (i.e., direct and indirect references; press)**
- ⚠ **How do your passions align with the work of the board so that both are elevated?**

As you reflect upon and answer the questions above, know that there is a **difference between creating a corporate executive resume and a Board resume**. In creating your Board resume focus and promote the contributions you will bring as a member of the Board and not just your accomplishments you have delivered thus far as a member of the C-Suite. Emphasize an experience(s) that supports your value proposition as a member of the Board of Directors. Focus on vision, strategy, stakeholders, and long-term agendas — above all, think relevance!

# ATHENA ON BOARDS



## BOARDROOM BIO EXAMPLE



**Jaye Connolly-LaBelle**

Chairman and CEO  
RippleNami, Inc.

Phone: +1 (760) 822-3456  
Email: [jaye@ripplenami.com](mailto:jaye@ripplenami.com)  
Website: [www.ripplenami.com](http://www.ripplenami.com)

### Board Positions

- **RippleNami, Inc.**, Chairman
- **RippleNami Uganda**, Chairman
- **Complete Patient Care**, Chairman and Chair, Nomination Committee
- **The August Group**, Board Member
- **Promise2Kids**, Board Member and Chair, Audit Committee
- **Athena**, Board Member and Chair, On Boards Program
- **Wemby Mo Foundation**, Board Advisory
- **Ominto, Inc.** (NASDAQ: OMNT) Former Board and Audit Chair

### Awards: Connolly-LaBelle

- International Women of the Year
- Businesswoman of the Year
- Women of the Year
- Women Who Mean Business
- Most Admired CEO
- CEO of the Year
- Female CEO of the Year
- 1 Million Women in Technology
- 50 Top Influential Leaders
- Top 100 Leaders
- Top 500 Influential Leaders

### Awards: RippleNami, Inc.

- Best Blockchain Solution
- Changing Africa Award
- Changing Lives in Africa
- Fast Company "Developing World Technology"
- Top 15 Best Companies in America
- Top Companies in the World
- Most Socially Responsible Company
- International Best Data Visualization
- Company of the Year
- International Team of the Year

### Executive Summary

Jaye Connolly-LaBelle serves as chairman and chief executive officer of RippleNami, Inc., a global company working directly with Presidents in Africa. RippleNami's mission is dedicated to connecting to the unconnected global citizens through its proprietary, revolutionary technology platform that consolidates big data, quickly providing organizations and users with information that matters. RippleNami developed a simple to use traceability and transparency platform leveraging mobile phones, artificial intelligence, blockchain, and data visualization.

Connolly-LaBelle had a vision of connecting 5 billion unconnected people with an easy-to-use technology solution that leverages the mass adoption of the cell phone. Why not start in Africa? In just under six months, RippleNami positively impacted 30+ million users (including farmers, women, children, refugees, and veterans) throughout Africa and the U.K.

Connolly-LaBelle brings more than 35 years of leadership experience to her role, which she garnered from various positions held in the finance, technology, audit, strategy, mergers, and acquisitions areas. Connolly-LaBelle has served in key C-level roles at both private and publicly traded corporations. In her leadership role with RippleNami, she is responsible for the development and execution of the Company's long-term strategy with an emphasis on creating a difference for the unconnected population.

Connolly-LaBelle is experienced in leading publicly traded as well as privately held companies and start-ups. Her public company experience spans key roles at six publicly traded corporations in the oil and gas, mining, healthcare, and technology sectors. Throughout her career, she led 18 accretive acquisitions, adding over \$2 billion to revenue. Connolly-LaBelle also possesses significant Initial Public Offering (IPO) experience.

RippleNami is an internationally recognized award-winning company. Since 2015, RippleNami received over fifty awards from a top organization such as [Entrepreneur Magazine](#) for America's Best Company, [Thomson Reuters](#) for Africa Startup Challenge, [International Business Awards](#) for Data Visualization, [AppsAfrica](#) for Best Blockchain Solution and [Fast Company](#) for Best Developing World Technology.

Previously, Connolly-LaBelle held key positions at the companies listed below.

- o president, and chief executive officer of PathCentral, Inc., acquired by [XIFIN](#) (Private);
- o chairman, president, and chief executive officer of A-Life Medical Inc., which was acquired by [UnitedHealth Group](#) (NYSE: UNH);
- o vice president of business development and mergers and acquisitions at InSight Health Corp. acquired by [Center for Diagnostic Imaging](#) (Private);
- o director of internal audit at [LabCorp](#) (NYSE: LH);
- o finance director at [Domtar, Corp](#) (NYSE: UFS) a mining & forest products global company;
- o audit and compliance at Pennzoil, Inc. acquired by [Royal Dutch Shell](#) (NYSE: RDS.A)

Connolly-LaBelle earned her Bachelor of Science degree in accounting with minors in computer science, oil, and gas from Texas Tech University.