

ATHENA ALLIANCE

Target Hospitality Diversifies Its Board with Appointment of 3 Athena Women



Target Hospitality, America's largest provider of vertically integrated modular accommodations and hospitality services, was eager to diversify its board. Its board and CEO worked with Athena to secure three new women board directors in less than five months.

Target Hospitality (Nasdaq: TH) is North America's largest provider of vertically integrated modular accommodations and hospitality services. It focuses on building and operating highly cost-efficient housing communities for its clients (such as contractors in the oil and gas, energy, and government markets) end-to-end, from site design and construction to security, operations, and recreational facilities.

Target approached Athena with a deep commitment to embracing diversity at its board level. With its unique market focus – sitting at the intersection of housing, government, and defense contracts – they were seeking board director candidates with niche expertise and knowledge. They wanted not just one board director, but three, which would ensure half of their board would be composed of women board directors.

In search of a board recruitment partner who could move fast

While Target was eager to onboard diverse candidates, it needed board recruitment expertise and a partner with a broad network to make their vision come to life. They were impressed by Athena's fast and precise approach to finding unique candidates in a timely, affordable manner, including Athena's ability to leverage partner networks as necessary to ensure every board director search is a success.



“Working with Athena for our board recruitment services allowed us to get outside our personal networks and be much more strategic in our approach to finding diverse board candidates,” said Brad Archer, CEO of Target Hospitality. “I was impressed by their ability to quickly understand our needs and efficiently deliver us a range of qualified candidates.”

— Brad Archer, President & CEO of Target Hospitality

Target and Athena agreed to partner in late April 2021. Athena provided a board director spec for their approval within two business days, and a robust list of initial candidates to their inbox within one week. Target was actively being introduced to candidates within 10 business days. Over the course of the coming months, three women candidates were chosen to join their board:



Pam Patenaude

A former US Deputy Secretary of Housing and Urban Development, having served from 2017 to 2019. Previously, she was President of the J. Ronald Terwilliger Foundation for Housing America's Families and Director of Housing Policy at the Bipartisan Policy Center. She offers vast expertise in housing policy, real estate, and disaster recovery.



Barbara Faulkenberry

A retired Major General from the US Air Force, having served for 32 years. Barbara's vast experience ranges from aerospace and defense to transportation and strategic planning. In addition to Target Hospitality, she serves on the boards of Callon Petroleum and USA Truck, Inc.



Linda Medler

An independent director and retired USAF Brigadier General with 20+ years of experience developing cutting-edge cyber and tech strategies for highly-regulated public and private institutions as well as government entities. Linda previously served as CISO for Raytheon Missile Systems (NYSE: RTX) and as an Executive and Senior Officer for the U.S. Department of Defense (DoD).

The board and CEO experience: fast, integrated, and affordable

Athena strives to act as an extension of a CEO or board's network in every board recruitment engagement. We have simple, friendly agreements, move fast to secure an initial list of candidates, and our fees are based on company size to keep them reasonable.



“Our goal is to get more qualified women executives into board seats and to see boards of all sizes benefit from diversity,” said Athena’s founder and CEO, Coco Brown. “To accelerate progress, we make it easy – short agreements, affordable options based on success only, and a pool of incredible talent.”

— Coco Brown, Founder & CEO of Athena Alliance at the bottom

The candidate experience: consistent communication and preparation

Athena's Board Recruitment practice is led by Samantha Lorenzo, who has been recruiting executives to board seats since 2018. Samantha works to ensure both sides – boards and candidates – have everything they need for an efficient and educational interview process.

"I was so impressed with Athena and how Samantha shepherded me through the process," said Linda. "The visibility of the process was unusual compared to some of my other board vetting experiences. I always knew exactly what was happening with my application, every step of the way. I'm looking forward to leveraging my expertise to help an emerging public company understand the requirements necessary to compete for government contracts, as well as understanding general cyber risk and oversight at the board level."

"Athena clearly laid out the board requirements and prepared me for discussions," said Barbara. "I'm absolutely fascinated by Target Hospitality's sector and their role in logistics, leadership, and planning and the role they play in intersecting with the government. I'm proud to be part of such a forward-thinking organization."

"Target Hospitality is extremely innovative – they are doing great things in the world including shelter and housing solutions for refugees," said Pamela. "I'm looking forward to serving with a lens in the areas of disaster recovery, housing, and sustainability. I'm thrilled to be a part of this board."

Discover your next board director with Athena

Ready to engage Athena's expert board recruitment team under our success fee model? Contact us at boardsupport@athenaalliance.com to get started.