

Nomination: 18584

Robert Hayes

Page: General Information
Name of Organization / Company Athena
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Web Site Address https://www.athenago.com/ (https://www.athenago.com/)
Page: Entry Information
Entry Title Robert Hayes
Category W01 - W03 - Thought Leadership > W03. Thought Leader of The Year
Submission Format
For this category please provide An essay of up to 625 words describing the nominee's innovative achievements in thought leadership since July 1 2021, OR a video of up to five (5) minutes in length illustrating the same. Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Credits

Robert Hayes, CEO and co-founder of Athena, embodies the entrepreneurial spirit, driving transformative leadership and remarkable achievements. Under his guidance, Athena has become a beacon of innovation and excellence, reshaping industry norms and fostering a culture of care and excellence.

From Co-Founder to Industry Leader

Hayes spearheaded Athena's meteoric rise since its 2019 inception, securing partnerships with industry giants like OpenAI, Airbnb, and Coinbase with 1-to-1 dedicated Athena Assistants. With a focus on world-class delegation training coupled with extensive professional and personal life support, Athena has matched founders of over 1,000 companies with its highly trained and effective assistants, reclaiming more than 2,000 hours per year for each founder. Additionally, Athena's assistance to venture capitalists managing over \$100 billion AUM emphasizes its global impact.

Under Hayes' leadership, Athena experienced a 7x revenue scale from \$3 million to \$40 million in annual recurring revenue from 2021-2023, with minimal marketing expenditure. The company's workforce has grown to over 2,000 employees, reflecting Athena's commitment to job creation and fostering an inclusive workplace culture.

Reshaping Business Norms

Hayes introduced groundbreaking initiatives like the Phantom Plan, a deferred bonus program fostering loyalty and entrepreneurial spirit for all employees with the goal of it being used to fuel future business and ventures. In January 2022, he launched the Pet Support Program, allowing pet owners to reimburse up to \$355 per year for their pets' vet bills, medicines, and other expenses. Following this initiative, in March 2023, he introduced the Flexible Reimbursement initiative, which reimbursed \$181,200+ for 1,791 employees in 2023.

The Force Multiplier Program, a revolutionary appraisal system, rewards significant professional and personal contributions with base pay increases ranging from 3-15%. Introduced in the Philippines on May 1, 2023, and globally on December 1, 2023, the program has garnered significant attention. To date, 73 Athena employees have applied, with 69 meeting the eligibility criteria (68 from the Philippines and 1 globally). Notably, the average merit increase under the Force Multiplier Program stands at 7%, surpassing the industry standard.

Under Hayes' leadership, Athena partnered with Woolf University to offer the Metis College MBA program valued at \$50,000 to all global employees for free, fostering their professional development and contributing to their long-term success. As of February 2024, Metis College has garnered 17 new confirmed enrollments, bringing the total to 202.

Hayes' employee-first approach and philosophy have helped Athena create a culture that prioritizes the well-being and development of its workforce. It centers on nurturing talent and recognizing contributions, resulting in a highly motivated workforce and a 4.4/5 Glassdoor rating for employee satisfaction in large part thanks to Hayes' transformative leadership.

Leading the Future

Hayes' visionary leadership redefines success in the modern business era, focusing on business growth and employee well-being. His passion and commitment uniquely position Athena to both create jobs and drive entrepreneurship in the Philippines. During a recent company event, Hayes highlighted Athena's bright future and its role as a catalyst for entrepreneurship, showcasing his unwavering vision for business success, individual empowerment, and societal impact.

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Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

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URL 2

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