

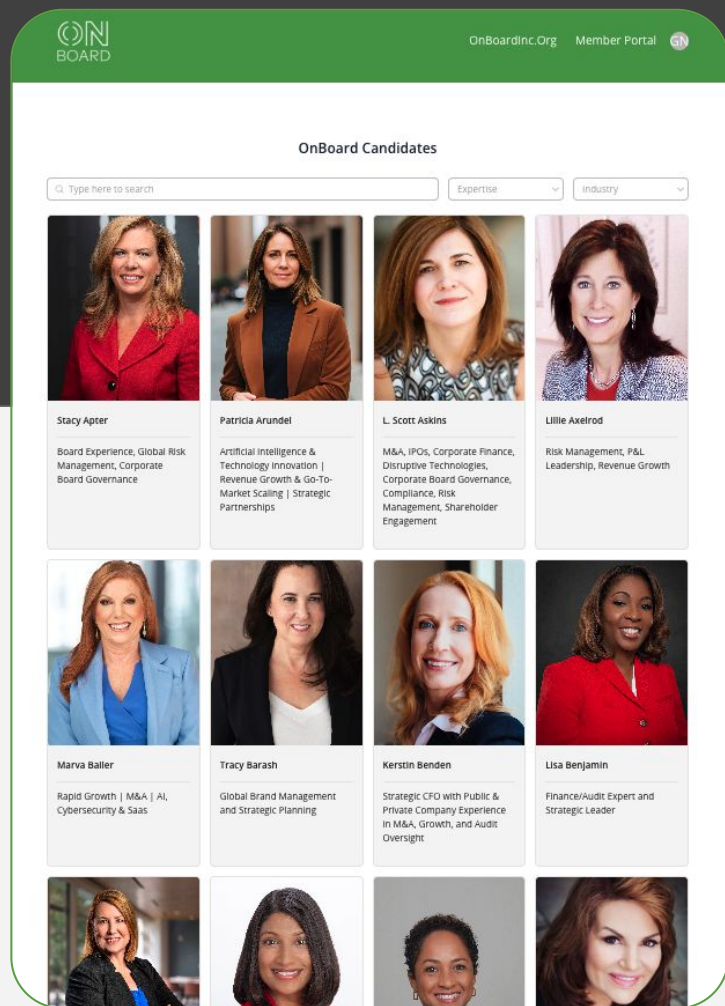


Candidate Portal

Magenta designed and developed a secure Board Candidate Portal for OnBoard, transforming the organization's private candidate roster into a searchable, self-service recruitment platform. The Portal enables recruiters to filter qualified, diverse board candidates, review profiles, and download bios and CVs, while candidates can log in to keep their own information current.



Magenta



Overview



Mission

OnBoard, Inc. works to increase the number of women on corporate boards and in executive leadership. A core part of that mission is helping qualified women become visible to recruiters filling open board seats.



Challenge

Because board recruitment often happens through male-dominated networks, recruiters may struggle to identify qualified women who match specific board criteria. Before building the Candidate Portal, OnBoard had amassed a strong network of board-ready candidates, but manually managing recruiter requests and candidate information required significant staff time.



Solution

The Candidate Portal translates OnBoard's institutional knowledge and private network into a searchable technology resource, making it easier for recruiters to find candidates while reducing administrative work.



Magenta's Role

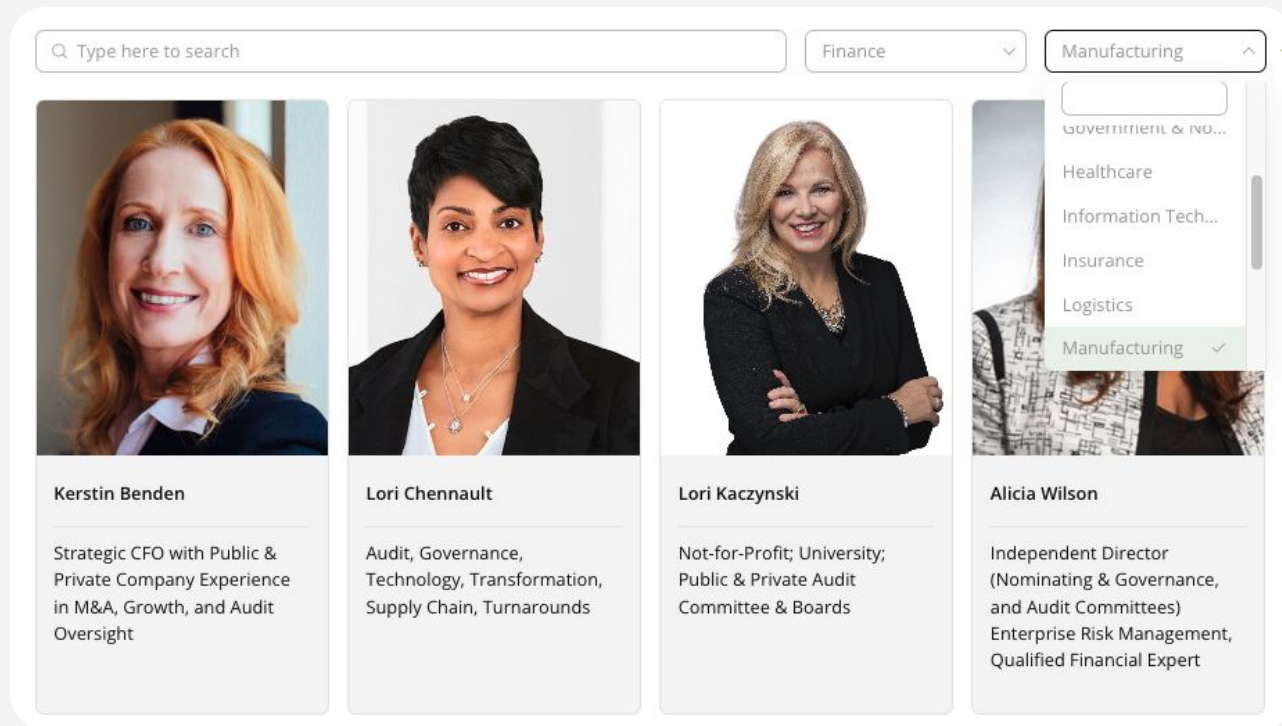
Magenta partnered with OnBoard to build a secure, scalable system that could organize detailed candidate data, support distinct user pathways, and be easy for recruiters and candidates to use.

Magenta's roles included:

- Identifying best-fit platforms to support OnBoard's goals for secure access, searchable candidate data, recruiter usability, integration with OnBoard systems, and long-term management.
- Designing password-protected access and user pathways for candidates, recruiters, and administrators.
- Gathering, cleaning, organizing, and tagging candidate data by board relevant-criteria.
- Translating candidate records into a searchable, user-friendly front-end interface.
- Integrating access updates with OnBoard's membership database.
- Creating a step-by-step administrative manual to support long-term management.
- Developing the launch strategy, rollout timeline, and communications to facilitate adoption.



How It Works



The screenshot displays the Magenta Strategy search interface. At the top, there is a search bar with the placeholder text "Type here to search". To the right of the search bar are two filter buttons: "Finance" and "Manufacturing". The "Manufacturing" button is open, showing a dropdown menu with the following options: "Government & No...", "Healthcare", "Information Tech...", "Insurance", "Logistics", and "Manufacturing" (which is selected and marked with a checkmark). Below the filters, there is a grid of four candidate profiles, each consisting of a portrait photo, a name, and a brief description of their expertise.

Name	Expertise
Kerstin Benden	Strategic CFO with Public & Private Company Experience in M&A, Growth, and Audit Oversight
Lori Chennault	Audit, Governance, Technology, Transformation, Supply Chain, Turnarounds
Lori Kaczynski	Not-for-Profit; University; Public & Private Audit Committee & Boards
Alicia Wilson	Independent Director (Nominating & Governance, and Audit Committees) Enterprise Risk Management, Qualified Financial Expert

Recruiters can log in to search candidates by name or filter them by expertise and industry. Drop-down menu options allow recruiters to select multiple criteria.



How It Works

Clicking on a profile navigates to a candidate's career details, bio, and contact information.



Lori George

[Download PDF Bio](#)

 [Lori George Board Bio.pdf](#)

Board Expertise

Nominating and Governance, Public Affairs and Crisis Communications, Shareholder Relations

Current Board

Coca-Cola Bottling Company UNITED, Inc.
Shake Shack (NYSE: SHAK)
Pioneer Natural Resources, former (NYSE: PXD)

Board History

For Profit Board Experience, Nonprofit Board Experience

Bio

Lori George is an experienced independent director with proven expertise in public affairs, shareholder relations, and governance. She recently joined the board of Coca-Cola Bottling Company UNITED, Inc., the second-largest private Coca-Cola bottler in North America, and sits on the board of Shake Shack (NYSE: SHAK), chairing the Nominating and Corporate Governance Committee. Prior to its \$60B acquisition by ExxonMobil, Lori served on the board of Fortune 500 company Pioneer Natural Resources (NYSE: PXD), sitting on the Compensation and Leadership Development and Health, Safety and Environment (HSE) Committees. Both Pioneer and Shake Shack were founder-led, and Lori's strong governance background ensured board effectiveness in highly innovative, vision-focused environments.

During her tenure on the board of Pioneer Natural Resources, Lori contributed to the company's successful \$60B ExxonMobil deal in 2023. As a member of the Compensation and Leadership Development Committee, she evaluated executive compensation packages, Change in Ownership (CO) logistics, and human capital strategies to ensure optimal outcomes for Pioneer employees. Simultaneously, her work on the HSE Committee involved reviewing ExxonMobil's policies and practices to mitigate risks and uphold Pioneer's industry-leading safety and sustainability standards. The acquisition was a defining moment in the oil and gas industry, setting a precedent for further consolidation.

At Shake Shack, Lori has counseled the company through critical governance milestones, including its first CEO transition since founding, activist investor engagement, and board performance optimization. She was appointed to the board's CEO search committee, where she advised on executive search firm selection and candidate evaluation metrics, ensuring alignment with the company's culture and growth objectives. The process led to the successful hiring and onboarding of the new CEO in 2024. As chair of the Nominating and Governance Committee, Lori has strengthened board effectiveness by enhancing education initiatives, optimizing board evaluations, securing Shake Shack's membership with the National Association of Corporate Directors, and transitioning governance processes to the Diligent board management platform.

Lori's 35-year career in public affairs and communications positions her as a trusted strategic advisor, adept at maintaining investor confidence, shaping policy, and aligning corporate strategy with shareholder interests. She is a 20-year veteran of The Coca-Cola Company (NYSE: KO), holding leadership roles spanning global issues communications, crisis management, stakeholder and community relations, governance, social impact, and talent management. She regularly engaged with directors, institutional investors, activist shareholders, key external stakeholders, and executive teams to navigate investor expectations, shape corporate positioning, and mitigate reputational risks during periods of disruption or change. Her tenure at Coca-Cola culminated in her appointment to the C-Suite as Global Chief Diversity, Equity and Inclusion Officer, reporting to the Board's Talent and Compensation Committee.

An internationally recognized, in-demand speaker and advocate for diverse leadership, Lori has served on more than 20 corporate, nonprofit, and government boards, including the NAACP Foundation (current), Congressional Black Caucus Foundation, Inc. (former chair), United Way of Greater Atlanta, and The Coca-Cola Foundation. She is also a faculty member for NACCD's Board Advisory Service. Among her numerous national awards are the Chairman's Circle Leadership Award from the National Coalition on Black Civic Participation and the Public Relations Society of America Foundation's Paladin Award.

Lori is a graduate of Stanford University's Graduate School of Business Director's Consortium and Harvard Business School's Executive Leadership Experience Program. She holds a B.A. in Public Relations from Howard University and an M.A. in Public Communications from American University. Based in Atlanta, she is an ordained minister, enthusiastic mentor, and avid traveler.



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How It Works



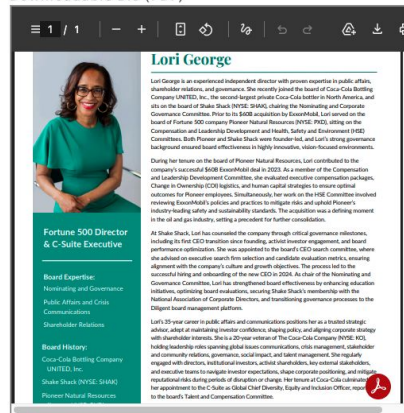
Lori George

Download PDF Bio

 Lori George Board Bio.pdf

Recruiters can download a PDF bio or CV for candidates they would like to interview.

Downloadable Bio (PDF)



Bio (Text)

Lori George is an experienced independent director with proven expertise in public affairs, shareholder relations, and governance. She recently joined the board of Coca-Cola Bottling Company UNITED, Inc., the second-largest private Coca-Cola bottler in North America, and sits on the board of Shake Shack (NYSE: SHAK), chairing the Nominating and Corporate Governance Committee. Prior to its \$60B acquisition by ExxonMobil, Lori served on the board of Fortune 500 company Pioneer Natural Resources (NYSE: PXD), sitting on the Compensation and Leadership Development and Health, Safety and Environment (HSE) Committees. Both Pioneer and Shake Shack were founder-led, and Lori's strong governance background ensured board effectiveness in highly innovative, vision-focused environments.



How It Works

Your Candidate Profile

Click "Edit" at the bottom of this page to update your details.



Lori George

lori@lorigeorge.com

Company

Coca-Cola Bottling Company UNITED, Inc.; Shake Shack

Title

Fortune 500 Director and C-Suite Executive

Edit

Candidate profiles are password protected.
Candidates can log in to update their personal information.

Update record



First Name *

Lori

Last Name *

George

Coca-Cola Bottling Company UNITED, Inc.Shake Shack (NYSE: SHAK)Pl...

Board History (Multiselect)

For Profit Board Experience, Nonprofit Board Experience

Expertise Tags (Multiselect)

Board Governance, Compensation, PR/Crisis Management

Industry (Multiselect)

Consumer Brands



Summary



Practical

OnBoard's Candidate Portal ensures diverse candidates are visible and accessible and introduces an easy, self-service search process for recruiters.



Efficient

Leveraging an integrated tech stack transforms institutional knowledge into a seamless tool, reducing administrative burden.



Replicable

The model is replicable for grantee portals, member directories, applicant databases, alumni networks, private resource libraries, and more.



Candidate Portal

Testimonial:

“It looks fantastic. The clean look and feel, strong photo quality, and the easy access to LinkedIn profiles and contact information really stand out. It feels modern, intuitive, and thoughtfully designed, and I can already see how impactful this will be for women seeking new and exciting opportunities.”

–Corporate board director and OnBoard Candidate Portal user



Magenta

