

Fund Objective:

Makeda Fund invests in US companies with female CEOs. The long-only fund is a diversified, multi-cap, equity fund holding companies with greater than \$500 million in revenue. Exclusions are tobacco, firearms and gambling.

Philosophy:

Makeda Fund invests in companies with female CEOs that we believe as an asset class are well-managed and exhibit strong value creation for long-term holdings.

Makeda Capital Interview with Bethany Mayer, CEO of Ixia Inc. (Nasdaq: XXIA)



MC: What are the key growth opportunities you see for Ixia in the next 3 years?

BM: There are some key trends that offer opportunity for growth for Ixia. Virtualization of the network, the move to the cloud, and increasing security risks. As Enterprises move to the cloud they must ensure that

their network is secure and that applications perform across the cloud, and in a virtualized environment. Our products offer the ability to test, visualize and secure the network and applications on the network whether it is a physical or virtual environment in public, private and hybrid clouds and data centers.

MC: What are the biggest challenges you see to achieving your company’s growth objectives?

BM: One of our biggest challenges is brand recognition in the enterprise market segment. We are very well known as a market leader in the carrier and network equipment manufacturer market, but we are new to the enterprise. So our ability to create awareness of our

company and our value in the enterprise is what we are working on now. The good news is that we are growing in the enterprise market and gaining recognition, but it does take time and work.

MC: How are you setting up the company’s team and priorities to compete and excel in your industry?

BM: We have a vision to grow our business in three market segments, enterprise, carrier, and network equipment manufacturers. Our product focus around security, visibility, and test gives us a way to bring value to companies as they virtualize their networks, drive toward the cloud and increase their network performance to insure that applications are safe and effective across the infrastructure.

MC: What experiences have shaped your leadership?

BM: I have enjoyed working at large world class companies like Apple, Cisco and HP where I was able to watch strong leaders such as John Chambers and Meg Whitman in action as they navigated changing markets. I also have enjoyed working in start-ups that were fast moving and scrappy. These experiences have enabled me to be comfortable being hands on while driving vision in the company and to scale a business from small (\$10M) to large (\$2.5B) and everything in between. Ixia is an exciting experience because we are moving the company in new directions while growing. That is a great challenge and one I am enjoying and learning from at the same time.

Notable Articles: Women in the News:

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