

Conductor's 2021 DE&I Report Highlights



We recently published our first DE&I (Diversity, Equity & Inclusion) report and wanted to share some highlights. This is something we'll publish semi-annually moving forward. Through these reports, we strive to provide transparency on our DE&I efforts.

We take pride in a culture where everyone can feel seen and heard, is valued and empowered to grow, and can freely contribute and succeed – always. This is the core of why DE&I is crucial to our future.

Our growth and success depend on fostering an inclusive workplace. Companies **with diversity perform 35% better than companies without.** With that in mind, we've established four pillars in our DE&I strategy:

1. Equity for all: ensuring our processes, policies, and practices drive equitable and inclusive outcomes.
2. Recruiting and career advancement: increasing representation and inclusion across all levels.
3. Workforce training: advancing our culture of inclusion across all levels.
4. Giving employees a voice: fostering a sense of belonging and space for open discussion and dialogue.

How are we striving to achieve our goals?

We're doing a lot of internal work, behind the scenes. Here are some highlights of how we're focusing our efforts to enact change and deliver lasting impact:

Closing the pay gap at Conductor. According to CIO, women in the tech industry make almost **15% less** than their male counterparts. We're proud that in our first annual pay equity analysis, we saw that there were no pay equity gaps across Conductors. Going forward, we'll provide a pay equity analysis annually to ensure this continues.

According to Entelo, women in tech account **for only 16%** of Senior Level tech jobs and just 10% of Executive positions. When looking at familiar names in tech, women hold 29% of leadership roles at Amazon and 28% at Google. In comparison, **women hold 43% of Executive positions at Conductor.**

Across Conductor, we support initiatives that highlight women leaders. This year, **we launched our new award series, Women in Search,** inspired by our

Women of Conductor Resource Group. Our **Women in Search** awards promote women leaders who have influenced or supported Organic Marketing while highlighting and recognizing their accomplishments in the industry. For every nomination, Conductor donates \$5 towards **Girls Who Code** to support closing the gender gap for careers in tech.

Eliminating bias in the hiring process. This past summer, **we launched our new-hire inclusion training,** including required unconscious-bias training for our Management team. This is part of our initiative to have a common understanding of unconscious bias and ensure we are taking steps to create an inclusive environment.

In order to ensure no potential bias in our recruiting process, we invested in Gem Software - an all-in-one recruiting platform that integrates with our recruiting systems to track gender, race/ethnicity through the entire hiring funnel.

By the end of 2021, we committed to increase our female and U.S. BIPOC (Black, Indigenous, People of Color) representation by 5% each. We're excited to share that **we have exceeded our BIPOC goal with an 8% overall improvement year-to-date.**

Supporting our communities. This year, **we launched 4 CRGs (Conductor Resource Groups).** CRGs are voluntary, employee-led groups made up of individuals who come together based on common interests, backgrounds or demographic factors such as gender, race or ethnicity.

Our groups are currently:

- Champions of Color
- Women of Conductor
- AAPI at Conductor
- Pride at Conductor

If you're looking to join Conductor, know that we're putting our full effort into making an inclusive and collaborative work environment. If you're already a Conductor, know that we're investing in your future and the growth of diversity, equality, and inclusivity.

We're extremely aware that we have more work to do and room for improvement. This report is an important first step in our path forward.