



Global Diversity, Equity, and Inclusion Report **FY2023**

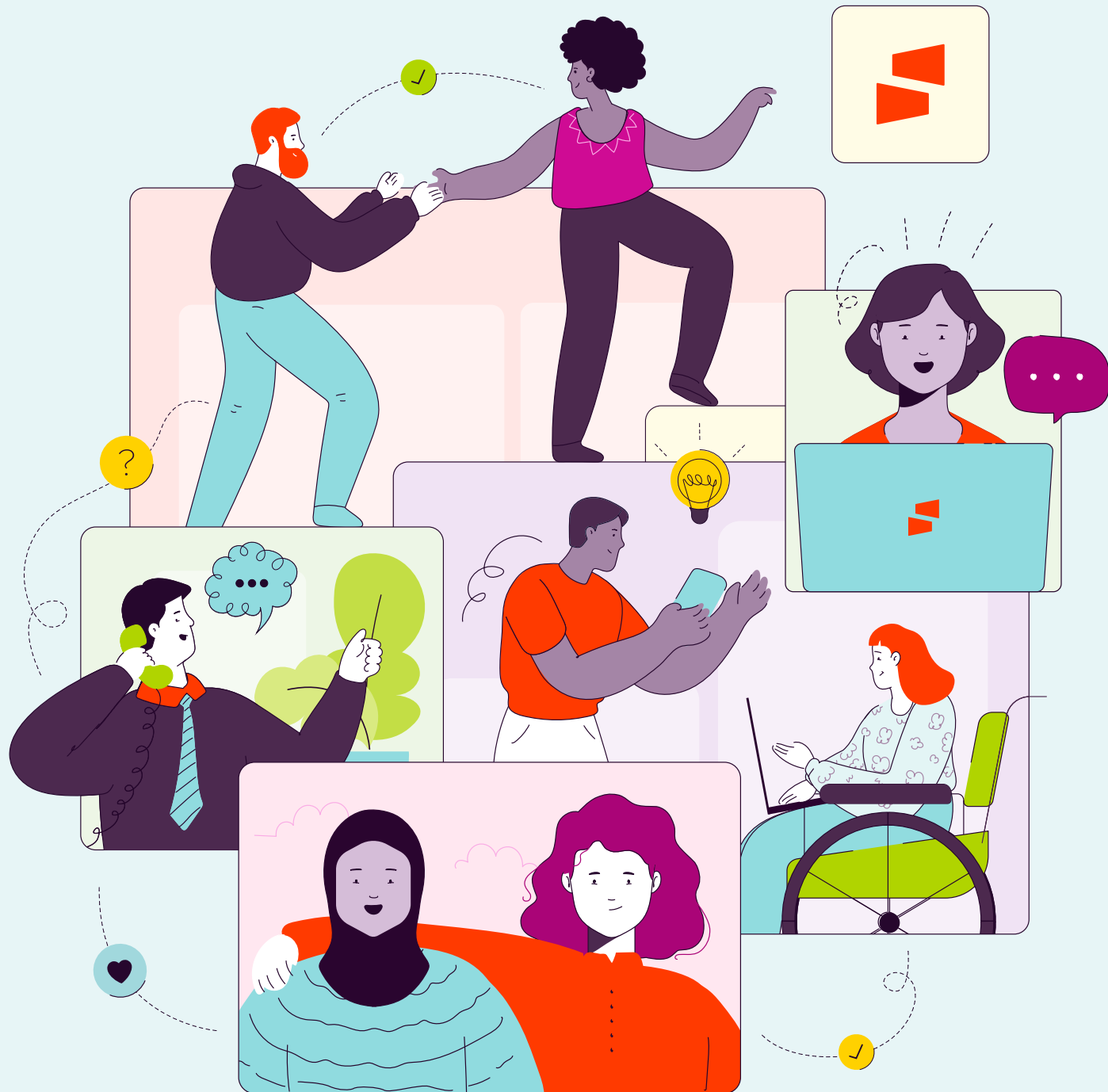




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Igniting growth with purpose.



Reflecting on FY2023, it was another exciting year for Seismic! We continue to make meaningful progress on our diversity, equity, and inclusion (DEI) goals and embedding these practices and behaviors into how we operate—from hiring new team members to selecting vendors. This report dives deeper into our DEI journey in FY2023 and some of the people who are championing us along the way.

This past year we introduced our mission, vision, and values—the foundation of our One Seismic culture. While we’ve always had a powerful company culture, this was an opportunity to articulate our collective passion and how we will show up in our work with each other and our customers. As part of Seismic’s six values, we incorporated “we are inclusive” to prioritize the mindset we want and need our employees to bring to every facet of their work. We want to celebrate and learn from our differences, while asking the hard questions to achieve the best outcomes. When we do this, it fuels the creativity and out-of-the-box thinking to ignite growth with purpose for our customers, partners, company, and people.

Seismic made critical steps and investments in FY2023 on our DEI goals and while we share more details in the report, highlights for me include:

Doug Winter
Co-founder and Chief Executive Officer

Investing in our DEI team: We grew our DEI team (you’ll meet them later in the report) to drive strategy and support our DEI goals alongside our employees, leadership team, and Board of Directors.

Expanding our Communities of Belonging (CoBs): This is the year we solidified the structure of our CoBs which brought with it opportunities for connection, engagement, and learning for our employees.

Improving hiring and representation of underrepresented groups: We continue to make incremental improvement in hiring and representation of Asian, Black/African American, and Hispanic/Latinx employees.

We value celebrating success at Seismic, and I want to thank our employees around the world who have stepped up to lead, learn, and grow together—as One Seismic—to fuel our DEI framework. Our work is not done, but I’m confident the journey will make a stronger, more inclusive company for our customers, partners, and people.

Here’s to growing together!



What DEI Means to Us

Before we go any further, we want you to know what DEI means to us at Seismic.

Here's a reminder of how we define:

Diversity

Diversity is **WHO** we are. It's our backgrounds, identities, experiences, stories (and more) that make us, us.

Equity

Equity is **WHAT** we do. We strive to create opportunities and equal outcomes for all.

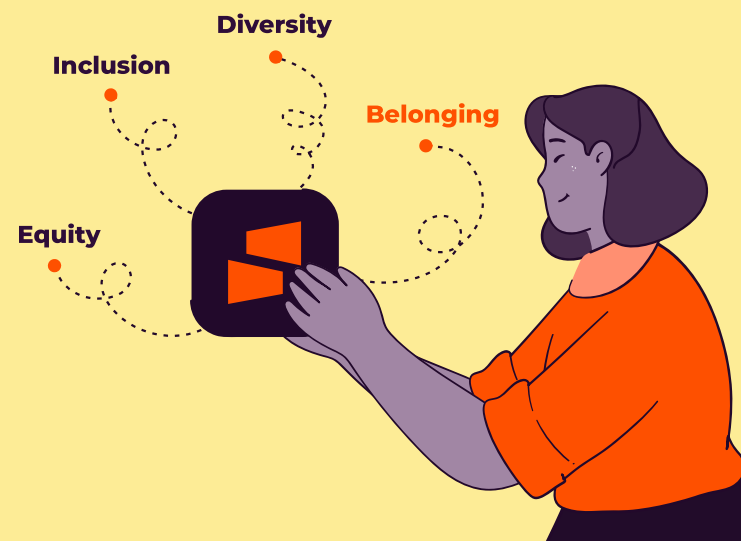
Inclusion

Inclusion is **HOW** we work. We want each person to feel engaged and know they belong.

Belonging

Belonging is the **OUTCOME** of diversity, equity, and inclusion – a culture where everyone can belong.

Belonging is a feeling of being included and valued. A culture of belonging is intentional in making employees feel valued, able to express important aspects of their identities, and a sense of purpose and connection at work. We enjoy the work we do, we find it meaningful and interesting; it gives us fulfillment.



Introducing Seismic's DEI team

In our 2023 fiscal year (FY2023) — from February 1, 2022 to January 31, 2023 — we made further investments to support and expand DEI at Seismic.

Meet the experts who are guiding us along our journey:



Pat Mayers

Senior Manager, DEI

Pat leads the DEI team's vision and execution of our three-year goals. She partners closely with executive leaders and HR business partners and ensures DEI is championed and integrated at all levels, in all processes, and in all functions.



Julie Hurst

Senior DEI Program Manager, Communities of Belonging (CoB)

Julie oversees our nine CoBs, providing the framework for how these communities create space for employees to learn, engage, and grow a culture of belonging at Seismic.



Vanessa Kallas

DEI Program Manager

Vanessa partners with stakeholders across the organization to develop talent programs focused on embedding DEI. She is also responsible for managing partnerships and sponsorships, evaluating DEI data metrics, and overseeing the execution of our annual DEI Impact report. (Yes, this very report!)



We strive to foster a culture of belonging at Seismic, rooted in our shared mission, vision, and values and fueled by the individual experiences, knowledge, and perspectives from our incredible employees around the globe. It is the combination of our shared purpose and respected identities that make our people, company, and platform better each day!

Linda Ho

Chief People Officer



The Current Landscape

As part of our company goals, we are committed to attracting, developing, and retaining diverse talent. We want our workforce to represent our customers, the communities where our people live and work, and the global marketplace. Below is a snapshot of Seismic’s employee demographics from FY2023.

Our goal in sharing these numbers is to provide transparency for you and accountability for us. Improving these numbers year over year is part of our definition of success as a business. In FY2023, we made incremental improvement in hiring and representation of Asian, Black/African American, and Hispanic/Latinx employees.



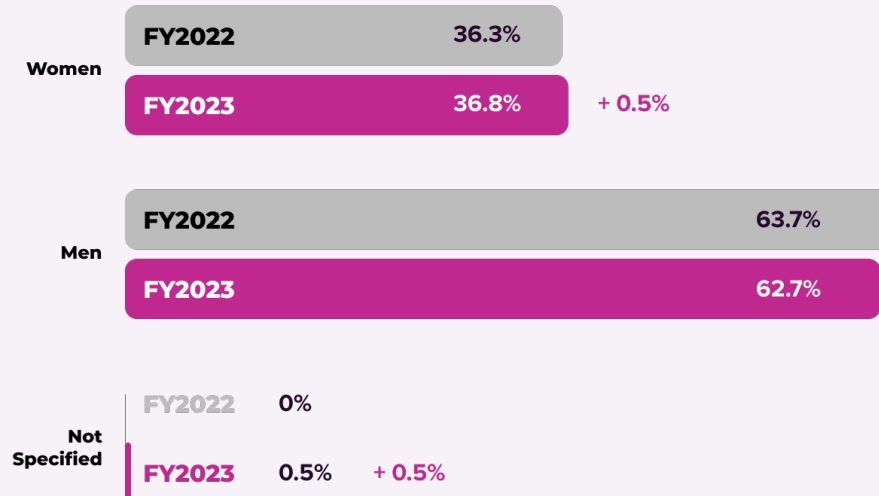
The most diverse companies are now more likely than ever to outperform non-diverse companies on profitability.

McKinsey & Company,
Diversity Wins 2020 Report

Workforce by Global Gender*

Highlights

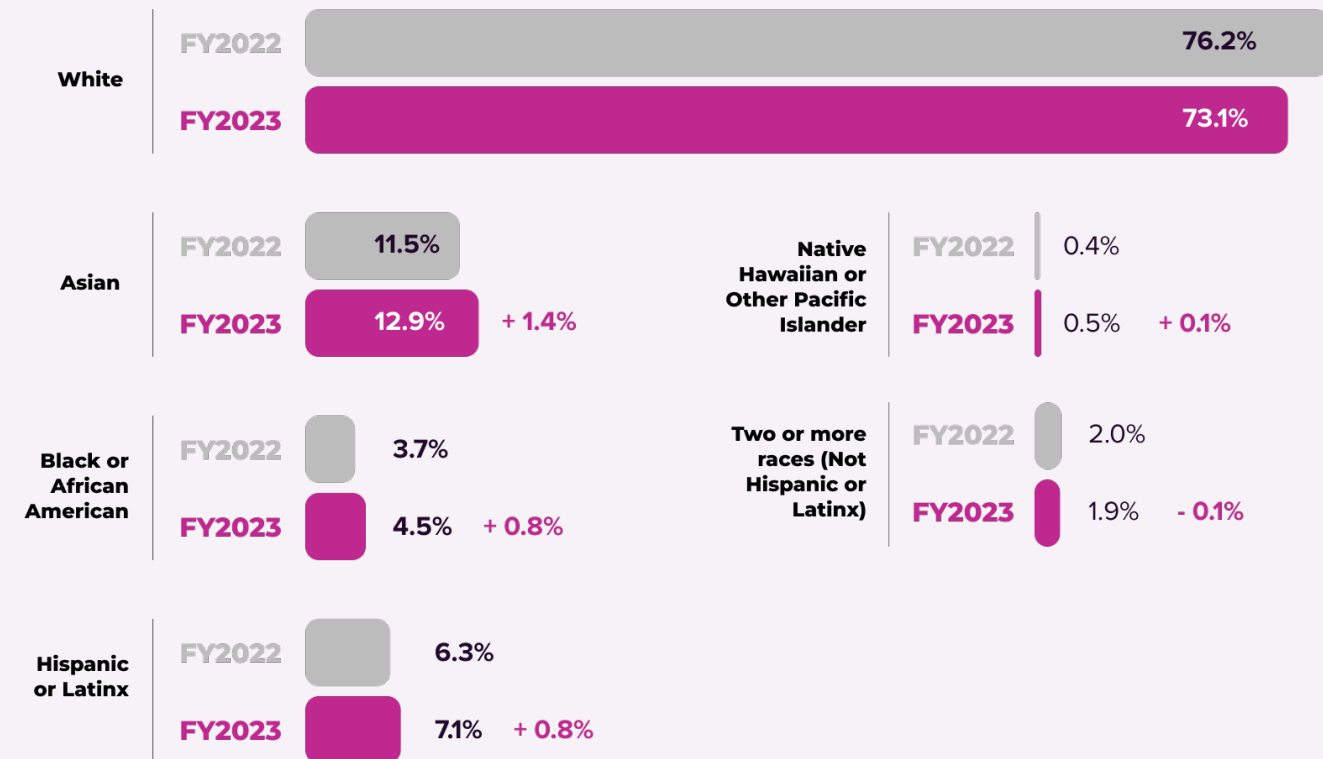
- More than 36% of the company are women.
- Our FY2023 hires had more gender diversity: 38.7% of new hires are women



Workforce by U.S. Race/Ethnicity*

Highlights

- We increased representation for Asian, Black/African American, and Hispanic/Latinx employees compared to our FY2022 data:
 - 12.9% Asian +1.4% YOY
 - 4.5% Black or African American +0.8% YOY
 - 7.1% Hispanic or Latinx +0.8% YOY
- Our FY2023 U.S. hires were more diverse compared to our FY2023 race/ethnicity representation for Asian, Black/African American, and Hispanic/Latinx:
 - 14.7% Asian +1.8%
 - 8.2% Black or African American +3.7%
 - 7.8% Hispanic or Latinx +0.7%



* Data representative of FY2023 (Feb. 1, 2022 – Jan. 31, 2023).

Our DEI Commitments

Now that we have reviewed our definitions and data, let's revisit our commitment to DEI. Last year, we developed four strategic pillars for evolving

DEI at Seismic. These four pillars are our building blocks — our goals, initiatives, and accomplishments revolve around them. Our commitment to DEI:



Diversify

Attract, develop, and retain diverse talent

Support a workforce that represents the global marketplace.



Lead

Change the industry

Position Seismic as a transformational leader of inclusion.



Include

Build a culture of belonging

Create and improve an inclusive experience for all employees.



Embed

Maintain accountability and governance

Deliver on our promise through robust goals, transparent disclosures, and equitable processes that are embedded across the company.

Our commitment to pay equity

Seismic is committed to providing equal pay for equal work which aligns to the goals we've set for DEI. We annually review our compensation and benefits programs to equitably support and reward employees across all races and genders. Our compensation programs leverage a global framework that enables our people managers to make well-informed compensation decisions to financially reward employees.

Here are the steps we take to uphold our commitment to pay equity:

- ✓ Embed methods to ensure employees are paid fairly:
 - Job leveling based on the duties and responsibilities of the job
 - Geography-based pay grades
 - Evaluation of compensation at time of hire
 - Calibration and evaluation of merit and promotion-based pay decisions
- ✓ Regularly review our pay practices to ensure there is equity across the system

A lot of thought, planning, and education goes into upholding these methods and practices. Seismic is dedicated to building an environment where all employees—regardless of race or gender—have the opportunities to grow meaningful careers and achieve success.



Our DEI Goals & Progress

In last year's [DEI Impact Report](#), we shared our three-year goals and priorities we are working towards. With these goals in mind, we have prioritized hiring from underrepresented groups, growing our communities of belonging, and embedding DEI into the fabric of the organization.

Our Progress:

- ✓ Created diversity hiring strategies for interns and early career (i.e., diversity events with WayUp, partnership with SV Academy, etc.)
- ✓ Increased pipeline of diverse candidates at mid/senior level through proactive diversity sourcing strategy
- ✓ Launched "The GROW Path" – a program created for all employees to ignite their career journey
- ✓ Evaluated talent partnerships and sponsorships and developed a partnership strategy for 2023

Diversify

Goal: Increase underrepresented group representation year over year

Increase global female representation by 1%, specifically in product & engineering and go-to-market roles



Ensure underrepresented managers have the same representation as underrepresented individual contributors



Increase U.S. Asian, Black/African American, and Hispanic/Latinx representation across all roles



A diverse workforce who feels like they belong is integral to building cultural diversity here at Seismic. It is this diversity of thought and experiences that allow us to better serve our customers in all our markets and continue to successfully grow internationally.



Khilan Shah

Manager, Solution Consulting and
Co-Leader of the International Impact CoB

Lead

Goal: Change the industry

Partner with **SV Academy** and **Sales Enablement Society** to refer **12 external partnerships for ENABLEship every year**



Need Progress, FY24 Focus

Commit **3% of overall spend to diverse suppliers*** over the next three years



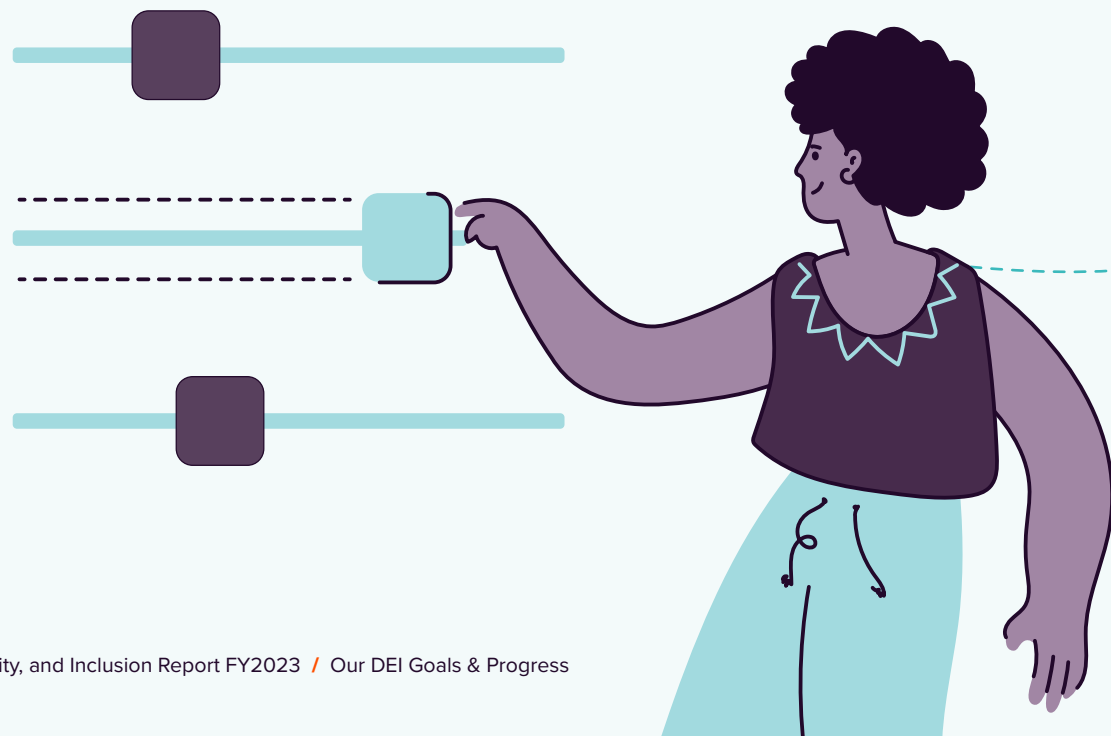
Need Progress, FY24 Focus

Add two new suppliers to **U.S. Supplier Diversity Program** year over year



Need Progress, FY24 Focus

** Excluding cloud providers and SaaS tools*



Our Progress:

- ✓ Contributed mentors, developed content, recruited hiring partners, and hired program graduates as a founding partner of ENABLEship
- ✓ Matched 265 employees' contributions via Seismic Cares' Charity Matching program
- ✓ Implemented new software that requires end users to input whether they're working with diverse suppliers (*MBE, WBE, DOBE, or LGBTQ+ owned businesses) to track diverse spending
- ✓ Hosted a fireside chat featuring Craig Dunham, CEO of Lumar, to discuss the importance of DEI in the workplace
- ✓ Donated funds to support social impact organizations such as Girls Who Code, Code 2040, and The Trevor Project

* MBE = Minority-Owned Business Enterprise; WBE = Women's Business Enterprise; DOBE = Disability-Owned Business Enterprise; LGBTQ+ = Lesbian, Gay, Bisexual, and Transgender owned businesses



We are intentionally tapping into our diverse communities with an inclusion lens to achieve a shared sense of responsibility and ensuring community bridging.

Pat Mayers
Senior Manager, DEI



ENABLEship

Bringing greater diversity and inclusion to the field of enablement

What is ENABLEship?

ENABLEship is a program we conceived and launched with SV Academy and the Sales Enablement Society. The mission is to break down entry barriers for underrepresented candidates by supporting all stages of a career transition into sales enablement, including recruitment, training, coaching, job placement, and continuous mentorship.

Our hopes for ENABLEship

ENABLEship is a persistent program that sources, trains, and places underrepresented candidates in entry-level enablement roles.

The goal of ENABLEship is to create over \$20 million in wage expansion over the next few years.

ENABLEship in action

Seismic teammates are mentoring jobseekers, guest speaking at programs hosted by SV Academy and the Sales Enablement Society and contributing course content consistently.

We're hiring interns and transitioning them into full-time enablement roles. We hired three ENABLEship graduates in FY2023!

Want to get involved? [Learn more.](#)



In FY2023, getting to see the first ENABLEship graduates move into roles and become passionate about enablement was inspiring — but even better is knowing that this is just the beginning of what is possible when we work together as an industry!



Heather Cole
VP, Market Growth



Enableship and SV Academy helped me transition into a career in enablement by teaching me the foundational go-to-market and adult learning principles needed to make an immediate impact here at Seismic.

Reggie Dieudonne
Enablement Associate



Include

Goal: Create a culture of belonging

Support nine Communities of Belonging to enable a culture of belonging



Ensure inclusive behaviors are embedded in Seismic culture



Our Progress:

- ✓ Hosted nine CoB signature global engagement programs for employees
- ✓ Hosted two Safe Space discussions and one compassion fatigue webinar on reproductive rights
- ✓ Piloted two cycles of a new mentorship program in preparation for an enterprise-wide launch in 2023
- ✓ Developed a new relationship with University of California San Diego XEO Connect Leadership Program, with two Seismic employees successfully completing the program
- ✓ Announced our global fertility and family planning benefit that celebrates and supports the diversity of all family types
- ✓ Introduced the value, "We are inclusive" alongside Seismic's mission, vision, and values



It's been great to see the progress Seismic has made in creating inclusive spaces for our teams to build camaraderie and bring their whole selves to work. Our work is just beginning, but I'm excited to see more and more developing for our organization in this area.



Norm Robinson

Product Analytics Manager and Co-Leader of The Movement CoB



Communities of Belonging are an embodiment of our Seismic values and an asset to our company culture. Thanks to our CoB leaders, whose diverse personal stories and intersectional identities coupled with an overwhelming desire to "give back" to Seismic, we have spaces where members and allies alike can show up, feel seen, heard, and supported.

Julie Hurst

Senior DEI Program Manager



Communities of Belonging

Last year, Seismic launched nine Communities of Belonging (CoBs). CoBs are thoughtful advocates, business resources, and connectors of people and communities in support of building a culture of engagement and belonging. They offer spaces for employees to receive support, develop leadership skills, and assist Seismic in understanding the rich assets as well as the needs of their community.

Over the past year, the CoBs have put on thoughtful programming to help educate and bring awareness to meaningful topics or events related to their group. Employees join these communities based on shared characteristics, experiences, interests, and goals. They represent the voices and experiences of those underrepresented in our industry. Each group is open to all employees, whether they identify with the group or are an ally of the community.

Meet our CoBs



Somos Seismic
(Hispanic & Latinx)



Seismic Veterans



The Movement
(Black/BIPOC)



Seismic Sisters
(Women)



Asian And Pacific Islanders (AAPI)



International Impact



Disabilities & Neurodiversity



Seismic Pride Alliance (LGBTQIA+)



Parents & Guardians

Highlights

- ✓ Organized the **first DEI council retreat** to establish CoB mission and vision statements
- ✓ Developed and launched CoB **branding**, including nine CoB logos and event digital assets
- ✓ Invested in a **10-week leadership training program** focused on inclusive leadership for all CoB leaders hosted by diversity expert, Wendy Kim
- ✓ Hosted **9 CoB signature global engagement programs** for employees



For team members to be of maximum effectiveness in their role they must feel safe, understood, and included in the work that they do and the team that they are a part of. In the disabilities and neurodiverse communities, these pillars of effectiveness show up differently based on each person's circumstance. I look at it as my job to advocate, educate, and raise awareness for the various situations our members encounter in their day-to-day lives, and how our workplace environment may need to be adapted such that they can thrive.



John Monteith

VP, Global Customer Experience and Executive Sponsor of the Disabilities and Neurodiversity CoB



Being on the DEI council and a part of Wendy's Leadership Development program secured space on my calendar for personal development. Wendy empowered us to define our leadership statement take time for self-care and self-acknowledgement, all while leading our groups through ways to amplify our mission and shift the culture.

Sarah Porteous

Commercial Account Manager and Co-Leader of the Seismic Sisters CoB

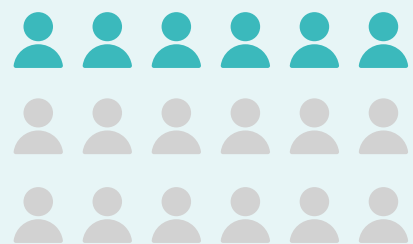




9 Communities of Belonging



7 Countries represented



33%

Employees are members



75+ Events



According to our members, our CoB brought a sense of community and belonging during a time of remote work. Our members loved and sometimes were surprised by the education they received along the way.



Katelyn Smith

Software Engineer 2 and Co-Leader of the Seismic Pride Alliance CoB



Building on the inclusive foundation at Seismic is a commitment I am proud of. Bonds that are formed in the military are special and the communities within Seismic we are building capture that unique sense of belonging.

Miguel Prado

Senior Mid-Market Sales Director and Co-Leader of the Seismic Veterans CoB



Embed

Goal: Maintain accountability and governance

Publish an annual DEI report outlining commitments, results, and underrepresented group representation statistics



Ensure each business unit sets one or more DEI goals every year



Our DEI Progress:

- ✓ Ensured executive staff members have DEI functional goals aligned to their business unit
- ✓ Built out a DEI data dashboard aligned to three-year goals to measure progress
- ✓ Underwent global pay equity analysis
- ✓ Designed Inclusive Leadership training with Product and Engineering managers to grow DEI competencies
- ✓ Collaborated with CoB volunteers in Machine Learning model testing to reduce bias



In FY2023, Seismic completed a global pay analysis in partnership with a third-party agency to make certain we provide equitable programs and pay opportunities for all employees. We are pleased to report that the pay analysis showed: **The steps we take to ensure we pay our employees equitably are working and there are no pay gaps across gender globally and race in the U.S. at Seismic.**



I am delighted to be working at an organization that is fully committed to diversity and inclusion. Their commitment is demonstrated by having an executive sponsor for our AAPI community at the c-suite level as well as celebrating significantly important festivals/traditions internally and externally.



Sarah Uy

Senior Solution Consultant II and Co-Leader of the Asian And Pacific Islanders CoB



Conclusion.

We are proud of the work accomplished in FY2023 in alignment with our three-year priorities and excited to keep the progress going. This report celebrates the intentional, sustained efforts of our employees and leaders to make DEI foundational to Seismic. We are committed to building an inclusive workplace that ignites growth for our employees, customers, and industry.

Ready to learn more about **DEI at Seismic?**



**FY2023 DEI Impact Report:
Igniting growth with purpose**

[Read More →](#)



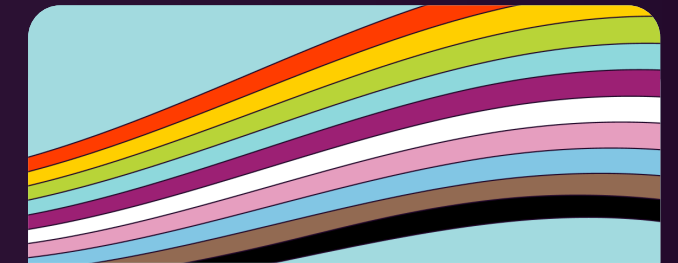
**The importance of celebrating
Black History Month**

[Read More →](#)



**Women's History Month
at Seismic**

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How we celebrated Pride

[Read More →](#)



**Creating opportunities for all
voices to be heard**

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**2022 Recap: How we're building
a culture of One Seismic**

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