



# Global Diversity, Equity, and Inclusion Report **FY2024**





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# A letter from our CEO



Our work in FY2024 was focused on further embedding Diversity, Equity, and Inclusion (DEI) into how we work and operate at Seismic. While the progress we made against our three-year aspirational goals was at a slower pace than we anticipated, I continually remind myself and our team that DEI is a journey. It's important to recognize the big and small steps we are taking to create a culture of belonging that produces the best outcomes and drives more value for our customers, partners, shareholders, and—most importantly—our people.

What our team accomplished last year will have lasting impact on who builds the future of Seismic and how we do it together. This report will provide more detail, but I wanted to spotlight some of our efforts:

**Investing in employee development programs:** Seismic is all about growth—it's in our mission—and I'm really proud of the continued investments we've made to foster employee growth. Last year we introduced mentorship, professional development reimbursement, and manager training programs with the intention of giving every employee an opportunity to grow a meaningful career at Seismic. It's our hope these programs contribute to narrowing the representation gap between individual contributors and managers in underrepresented groups and build a culture of belonging where everyone can do their best work.

**Engaging DEI Strategic Partnerships:** Who sees our jobs and access to professional engagement and development opportunities are paramount to building and retaining a diverse workforce! We are proud to partner with the Anita B.org, Women in Revenue, Society of Hispanic Professional Engineers, and Blacks in Technology to build the future of Seismic and enablement together.

**Aligning our Talent Acquisition (TA) and DEI teams:** Our TA team has done an incredible job on improving how Seismic attracts a more diverse workforce by implementing proactive recruitment strategies, building candidate pipelines, and training hiring managers on how to provide an inclusive hiring experience. To expand on these efforts, we've aligned our TA and DEI teams to ensure our commitment to fostering a diverse and inclusive culture is amplified from the candidate experience to an employee doing their best work at Seismic.

**Needing to improve our representation:** Last year was not without its challenges—from societal to economic—and we did our best to ride the ups and downs. Our overall employee representation was impacted by a slower rate of hiring along with voluntary and involuntary attrition. These numbers are not where Seismic wants to be and our team is committed to inclusive practices and equal opportunity for all.

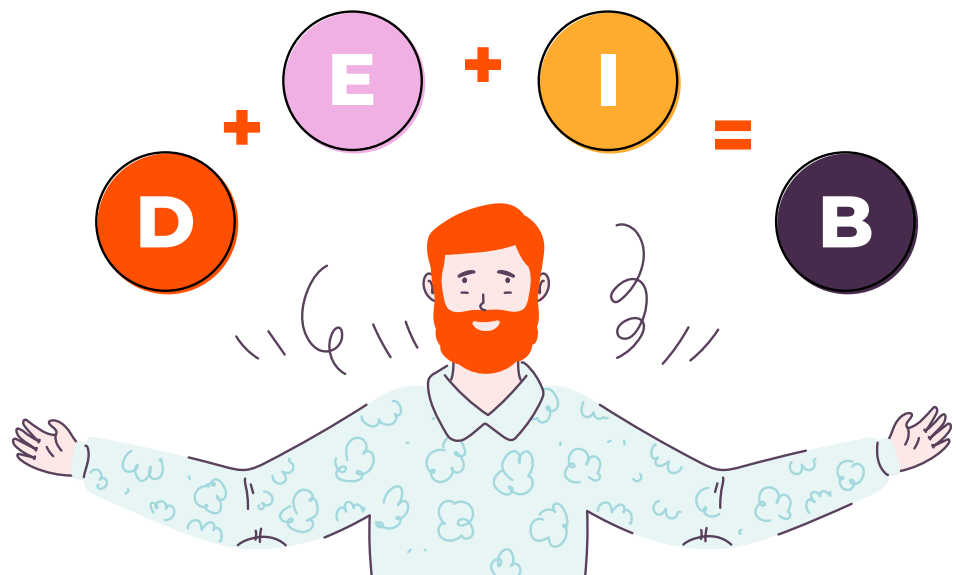
We know we have work to do to get to where we want to be and we're committed to taking the steps to drive deeper, sustainable change. This report holds us accountable to our goals and what we have set out to do as an organization to build a strong DEI foundation. The work our DEI team, Community of Belonging co-chairs and members, leaders, and global employee base has accomplished so far will have a lasting impact on our future—THANK YOU!

**DOUG WINTER**  
Co-founder and Chief Executive Officer



# 01 What DEI Means to Us

To ground us in common language, here's a reminder of what DEI means to us at Seismic.



## At Seismic, 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.



Last year, we introduced the definition of belonging and truly see this as the result of all the DEI work we do at Seismic. I'm continually humbled and impressed by the ways our employees have co-created and cultivated a culture of belonging throughout the past year. It is through their intention and the dedication of leadership that we've been able to foster an environment where everyone feels included, valued, and able to express aspects of their identities. **This sense of belonging is the purpose behind the programs and initiatives shared in this report and what we strive for in all aspects of our work.**

**LINDA HO**  
Chief People Officer



Two major ways we integrated belonging into our organization this year are through our company themes and our employee engagement survey. Belonging was one of four strategic themes guiding our company initiatives for FY2024. Belonging was also included as a question in our latest employee engagement survey, and will be part of our inclusion factor that we will continue to track going forward.

## Hear from our employees on how they are actively fostering a culture of belonging at Seismic...



I try to foster a culture of belonging by always lending a listening ear to my teammates. It's comforting, especially in a virtual work environment, knowing there is someone that you can go to with whatever you are facing.

**BRIANNA ANDERSON**  
Senior Customer Success Manager



A way I foster a culture of belonging is by regularly acknowledging and appreciating team members' accomplishments.

**BRIAN PENA**  
Senior IT Enterprise Software Manager





# 02 Our DEI Commitments

Our journey towards Diversity, Equity, and Inclusion (DEI) began with a renewed understanding of our DEI definitions and how belonging has been integrated into our culture. **At Seismic, we are committed to DEI, and we have identified four strategic pillars that guide us in identifying our aspirational goals, initiatives, and progress throughout the year.** These four pillars are the building blocks that enable and empower us to create meaningful and sustainable change. We recognize that this change takes intentional focus, investment, and commitment from leadership as well as from all of our employees.

We recognize that part of creating lasting change is reflection and living out our value “we are vulnerable.” As we assess and reflect on our progress, we need and want to do better. We saw dips in our representation and retention of diverse employees, leading us to identify areas for improvement in FY2025. Despite last year’s social and economic challenges, we know there is more we must do to advance our DEI aspirational goals. The next sections of the report will provide more details on our progress we’ve made to date and our plan forward.



## Our DEI pillars

At Seismic, we have four strategic pillars that lead the way for the evolution of our DEI journey. Our four pillars are building blocks that guide us in identifying our goals, initiatives and progress made throughout the year.

### 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 promises through robust goals, transparent disclosures, and equitable processes that are embedded across the company



# 03 Our DEI Aspirational Goals + Initiatives

## Diversify

Attract, develop, and retain diverse talent

Support a workforce that represents the global marketplace



Our first pillar focuses on supporting a workforce that represents the global marketplace. **This means hiring and retaining a diverse workforce with people from different backgrounds and identities.** We know that our people are what make us successful, and having a workforce with unique experiences, insights, and ideas gives Seismic strength. We also recognize that increasing representation is not only about hiring diverse talent, but also about fostering an inclusive and supportive environment where our employees can thrive. **We're committed to taking a holistic approach which includes providing our employees with opportunities to learn, grow, and advance their careers at Seismic.**

After reviewing our internal employee representation, we identified three specific areas that had the greatest opportunities to close representation gaps within Seismic. Below are the initiatives and progress we're making to diversify our hiring pool and engage our employees.

### Goal

Increase underrepresented group representation year over year, specifically:

- Increase global female representation by 1%, specifically in product & engineering and go-to-market roles
- Achieve similar representation between managers and individual contributors for underrepresented groups
- Increase U.S. Asian, Black/African American, and Hispanic/Latinx representation across all roles



### GOAL 1

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

#### GLOBAL FEMALE REPRESENTATION

Overall, female representation at Seismic increased 0.1% year over year, continuing a three-year trend. However, we recognize that a 0.1% increase is not a substantial change, and we plan to continue to focus on this area for improvement over the coming years.

Gender Distribution ● Female ● Male ● Not Specified



#### GLOBAL FEMALE REPRESENTATION BY BUSINESS UNIT

Our product & engineering business unit saw a 0.2% year over year increase in female representation.

Gender distribution – Product & Engineering ● Female ● Male ● Not Specified



Our go-to-market business unit saw a 0.7% year over year increase in female representation.

Gender Distribution – Go-to-Market ● Female ● Male ● Not Specified





## What we're doing

- Our Talent Acquisition team implemented a proactive sourcing initiative to increase female representation in the Sales organization. **This effort yielded an increase of female hires.**
- We invested in a Women In Revenue partnership, an organization dedicated to empowering women in revenue-generating roles. This partnership gave us the ability to connect with their diverse network of women through the organization's job board and Slack channel. **It provided our employees in revenue-generating roles access to the Women In Revenue membership program, including mentorship opportunities, quarterly events, and networking opportunities.**



## Anita B.org partnership

FY2024 was our second year partnering with the [Anita B.org](#), an organization focused on advancing women and non-binary technologists. This partnership provides access to their job board to reach a diverse talent pool, as well as professional development opportunities, a membership program, an annual conference, and much more.



- **Membership** – In FY2024, we distributed memberships to female and non-binary employees in Seismic's product & engineering business unit.
- **Grace Hopper virtual conference** – We sent five women and non-binary Seismic employees from the product & engineering function to Anita B.org's virtual 2023 Grace Hopper Celebration. Our employees joined sessions and workshops to learn from leaders across the field of technology. Divya Sarasan, Director of Product Management at Seismic, presented at the conference. Divya provided practical lessons in evaluating opportunities and self-advocacy for career development. She shared examples from her experience and stressed that career development was more like climbing a jungle gym than a ladder.

“

I was inspired by the strong women I met and saw on stage at the Grace Hopper Celebration and the stories I heard from them. I especially loved the diversity and the broad range of topics covered. It was also a privilege and an honor that I got to speak at Grace Hopper. I'm very grateful to Seismic and [Chief Product Officer] Krish [Mantripragada] for their support and for the opportunity to share my experience with a broader group so that they can learn from it and navigate their career better.

**DIVYA SARASAN**  
Director, Product Management



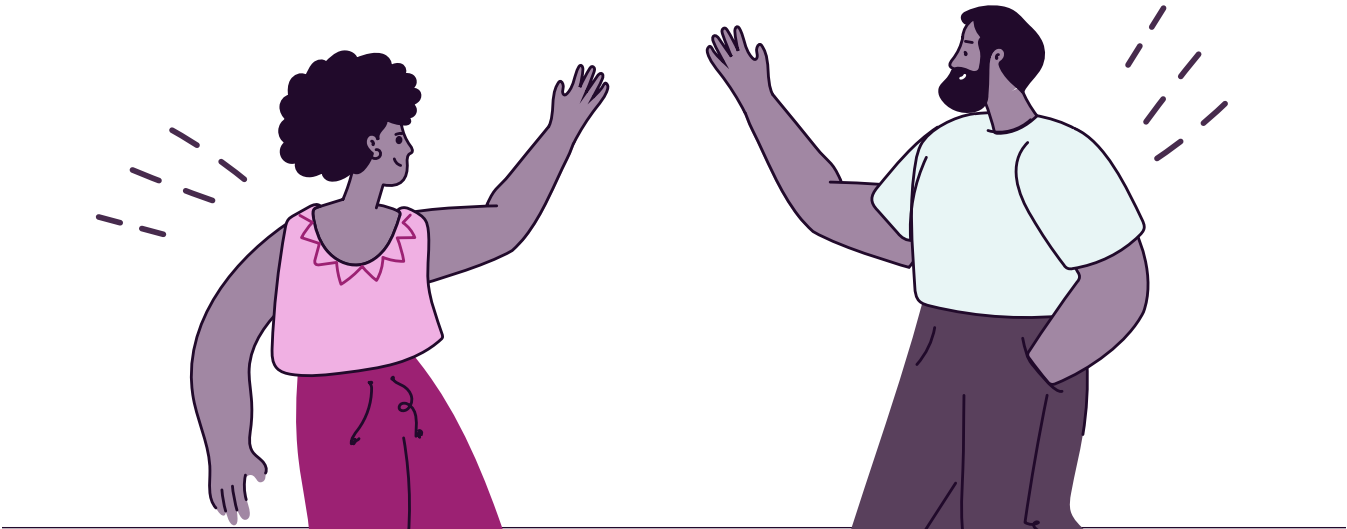
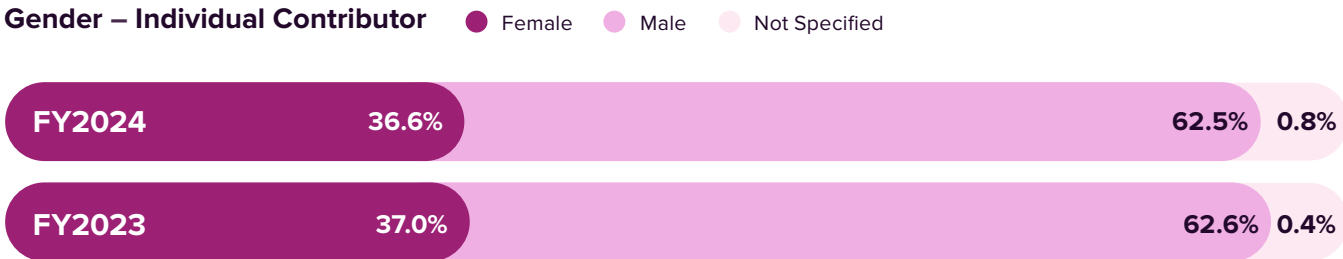
**GOAL 2**

**Achieve similar representation between managers and individual contributors for underrepresented groups**

Although it's common for companies to look at their overall employee representation as it relates to underrepresented groups, we believe it's critical that this be broken down by managers and individual contributors. Often, there is a representation imbalance with greater representation of underrepresented groups at the individual contributor level and less at the manager level. **We believe it is equally important to increase representation at the manager level because leaders are responsible for making decisions around our people and our product.** They influence what we build, who we hire and promote, and how we work. We launched this initiative because we know having diverse perspectives at all levels in our organization, especially leadership, will create a better Seismic.

**FEMALE REPRESENTATION**

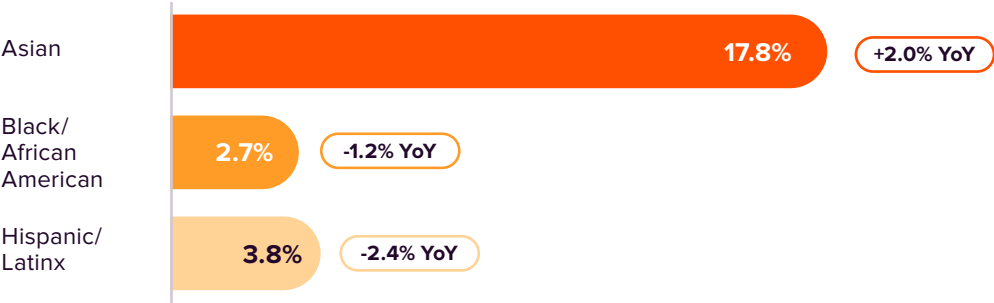
Over the last two years, there's been nearly equal global female representation between individual contributors and managers. Female representation at the manager level increased by 1.4% compared to last year.



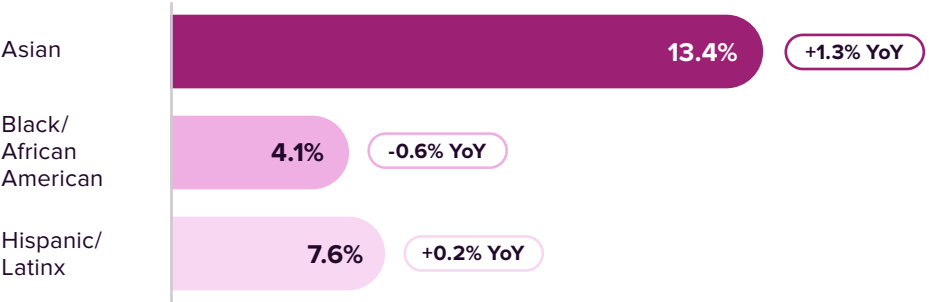
**UNDERREPRESENTED REPRESENTATION (U.S. ONLY)**

Within the U.S., Seismic also measures the representation of underrepresented groups in management positions in relation to representation of individual contributors. For FY2024, the representation of Asian managers increased by 2%. However, the representation of Black/African American and Hispanic/Latinx in management both fell. Bridging that gap in management is a key focus area for FY2025.

**FY2024 Race – Manager**



**FY2024 Race – Individual Contributor**



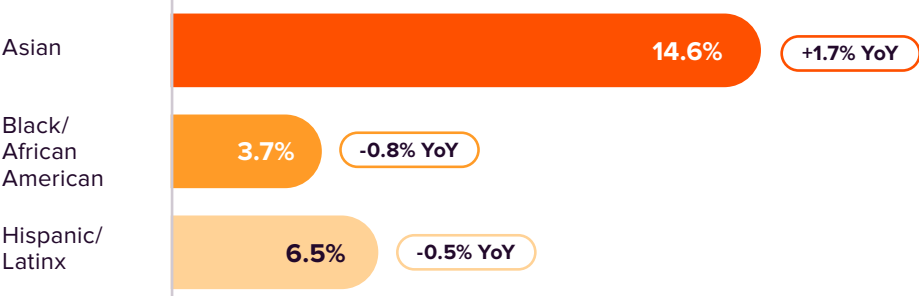


**GOAL 3**

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

In FY2024, we saw decreases in our Black/African American and Hispanic/Latinx representation and an increase in Asian representation. We also saw similar trends in our hiring efforts across our underrepresented population with an exception for Hispanic/Latinx talent where we maintained similar rates of hiring year over year.

**FY2024 U.S. Race Distribution**



**Hiring**

This past fiscal year, Seismic concentrated on refining our recruitment model and building proactive recruiting strategies with an emphasis on increasing the pipeline of underrepresented talent. At the same time, we developed training for employees involved in the recruitment process to ensure an equitable and inclusive experience at every stage in the talent journey. Due to economic factors and realignment of business priorities, Seismic decreased hiring. While decreased hiring impacted our representation of Black/African American and Hispanic/Latinx hires, we acknowledge that these were not the only factors. Retention was also an issue. As a result, this impacted our FY2024 U.S. representation, particularly within the Black/African American and Hispanic/Latinx groups. We recognize that we need to significantly improve in this area.

**What we're doing**

- Partnered with **Blacks In Technology (BIT)**, an organization focused on empowering members with practical tools and guidance to advance their careers. Our partnership provided us the ability to access and engage the BIT community. **Seismic employees from this community were also provided with opportunities to become members and leverage their programs, including mentorship, events, networking, and member resources.**
- Created a partnership with **Society of Hispanic Professional Engineers (SHPE)**, an organization focused on empowering the Hispanic community through STEM awareness, access, support, and development. We were given access to their professional and student chapter directories to engage and grow our talent pipeline. **Through this partnership, Seismic employees from the Hispanic community gained SHPE membership, which provides networking, mentoring, professional development, and leadership training opportunities.**
- Held Seismic's summer internship program for a third year, implementing diversity hiring strategies to hire early career talent. **In FY2024, U.S. interns were 50% gender diverse, a 25% increase from the previous year.** The development programming for interns included a presentation on DEI designed to support early career participants. Through this lens, the program provided learning opportunities on topics that set interns up for success as they began to navigate the workplace and build a career.



## Building paths for growth

Increasing representation of underrepresented groups at Seismic also means providing opportunities for employees to develop their careers here. Our investments in skill development can help improve retention.

The **GROW Path** is Seismic's performance management strategy that brings an opportunity for goal setting, reflection, and continuous feedback to our global team. It is an equitable approach to igniting growth for Seismic's employees, anchored in our values.

### What we're doing

- **Launched Manager Foundations Program**, a development experience built to give our global management team a shared understanding of the skills and best practices we believe to be essential in leading successful, inclusive teams. This development is foundational to our managers building our culture of belonging.
- **Reimagined our global employee onboarding experience** with an opportunity for our new hires to reflect on Seismic's mission, vision, and values with their new colleagues.
- **Established a Professional Development Program** where employees have a \$1,000 USD fund to spend yearly, giving them the ability to select personalized development opportunities in partnership with their manager. This benefit is valued by our employees and has been utilized across all of our global locations and business units.

## Seismic The GROW Path

Goal-setting, Reflection, Opportunities, Why We Win

### Enable continuous feedback



Perform bonus, promotion, and salary evaluations



Hone your coaching skills



Respond effectively to feedback



Perform semi-annual check-ins



Set individual goals





## Lead

### Change the industry

Position Seismic as a transformational leader of inclusion



Our second pillar, Lead, is focused on positioning Seismic as a transformational leader of inclusion in the sales enablement industry and beyond. Our product empowers thousands of teams to grow and win and their success is what makes us the #1 sales enablement leader globally. We were also the first enablement company to be named to the Forbes Cloud 100. **As the global leader in sales enablement, we are steadfast in our commitment to creating a more diverse and inclusive industry for enablement professionals and beyond.** Below are the initiatives and progress we are making to change the industry.

### Goal: Change the industry

- Partner with SV Academy and Revenue Enablement Society (formally known as Sales Enablement Society) to refer 12 external partnerships for ENABLEship every year
- Commit 3% of overall spend to diverse suppliers over the next three years (excluding cloud providers and SaaS tools)
- Add two new suppliers to U.S. Supplier Diversity Program year over year



### What we're doing

- Continued partnership with Workplace Experience, Marketing, and our internal teams to **drive towards a world class Supplier Diversity Program.**
- **Launched a diversity questionnaire to all suppliers and vendors** to gather information on diversity supplier spend.
- **Increased our diversity program spend with our key diverse reseller by 8% in the last year.**
- **Sponsored ChiTech's Little Black Dress Night event** to support Black, Indigenous, and people of color (BIPOC) youth in the Chicago area.
- **Participated in Paradigm survey to assess our DEI progress and programs compared to similar sized companies in our industry.** Results indicated that we are on the right path and provided suggestions as our DEI programming evolves.

### ENABLEship

In 2020, we partnered with SV Academy and Revenue Enablement Society to create a program to bring greater diversity and inclusion to the field of enablement. Together, our goal is to break down barriers to entry for underrepresented candidates by supporting all stages of a career transition into enablement, including recruitment, training, coaching, job placement, and continuous mentorship. This is the first program in the industry dedicated to training, mentoring, and bringing enablement career opportunities to underrepresented groups and candidates. **In FY2024, we referred five external companies to learn more about ENABLEship which was below our overall goal of 12.**

FY2024 was a challenging year for many companies across the software and enablement industry. As a result, fewer candidates than we'd hoped were placed into positions in enablement and fewer companies engaged in ENABLEship. **We are working internally to adjust our ENABLEship strategy to better serve, educate, and prepare underrepresented talent in this changing market.**



# Seismic Cares

At Seismic, we strongly believe in giving back to our communities. Seismic Cares is our philanthropic initiative with the mission of giving back to local communities where our employees live, work, and want to make a positive impact through volunteering and donations.

## EVENTS



**16** Seismic Cares events

Seismic Cares events took place across the globe, where employees volunteered to clean up a local park, supported a local food bank, assisted with training service dogs, as well as many other initiatives.

## DONATIONS



**174** employee match contributions

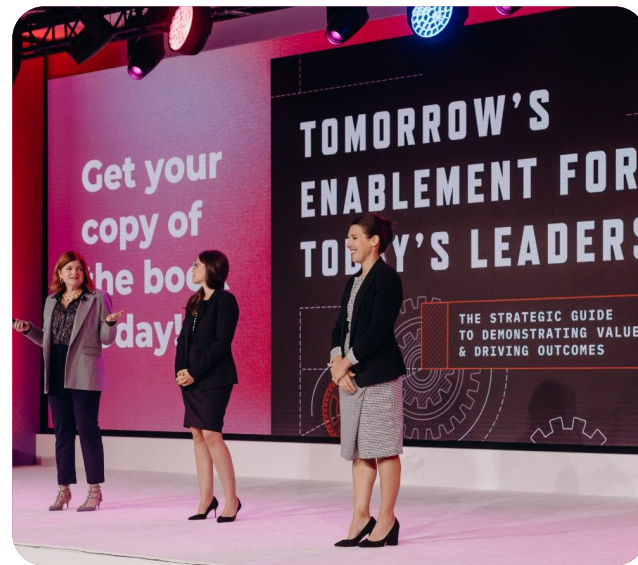
Through Seismic's Charitable Giving Match Program, our company will match an employee's personal donation up to \$250 per year to eligible non-profit organizations.





## Shift

Seismic’s annual customer conference took place in October 2023 with a sold-out crowd of more than 1,000 attendees from 400+ companies across 13 different countries. This is a yearly opportunity for us to connect with our customers, world-class leaders, and industry visionaries to share our latest product roadmap, workshops, and in-depth sessions. In FY2024, we were intentional with planning meaningful sessions centered on DEI throughout the conference — read on to learn more!

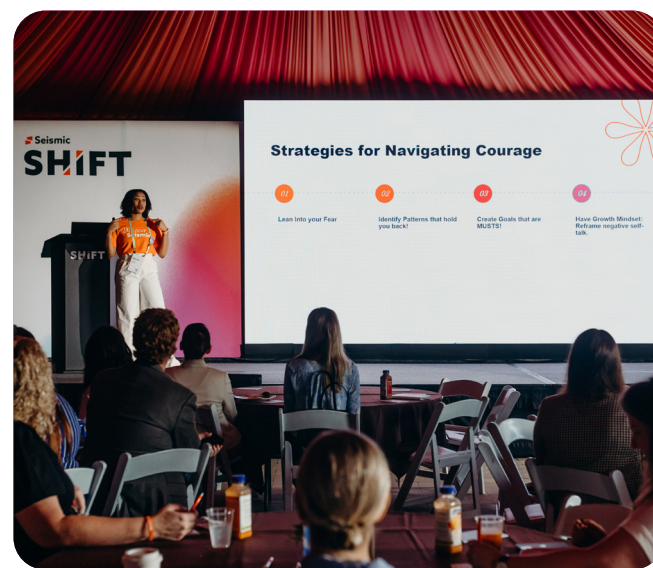


## Seismic Sisters Customer Brunch and Call to Courage Workshop

This workshop, led by our Seismic Sisters Community of Belonging Co-chair Tamara Richards, centered around cultivating courage in every phase of life. Seismic customers shared their strategies for cultivating courage, goal setting, reflection, and growth as women in sales enablement. It celebrated the resilience of women in the enablement industry, embracing fear and taking action toward their goals.

### Making an Impact: Promoting DEI in enablement

This panel, facilitated by Seismic’s Chief People Officer Linda Ho, covered why it’s important for enablement teams to build and hire diverse teams creating a culture of belonging and trust. Panel members included: Zak Hemraj, CEO and Co-Founder of Loopio; Hang Black, VP of Revenue Enablement from ZoomInfo; and Mark Bussell, Senior Director of Revenue Enablement Enterprise at Jostens. The panel members shared hiring and retention strategies for inclusive enablement teams, and how inclusive onboarding leads to a culture of belonging.



This [Call to Courage] workshop marked a significant milestone in our journey towards fostering a culture of inclusivity and courage and spreading that message outward. Alongside this was also a DEI panel led by our Chief People Officer Linda Ho, which underscored our dedication to DEI. The success of these events not only celebrates our commitment to DEI but also sets a precedent for future initiatives, highlighting Seismic’s role as a leader in promoting an inclusive and vibrant corporate culture.

**TAMARA RICHARDS**  
Sales Engineer and  
Co-chair of Seismic Sisters CoB





## Include

### Build a culture of belonging

Create and improve an inclusive experience for all employees

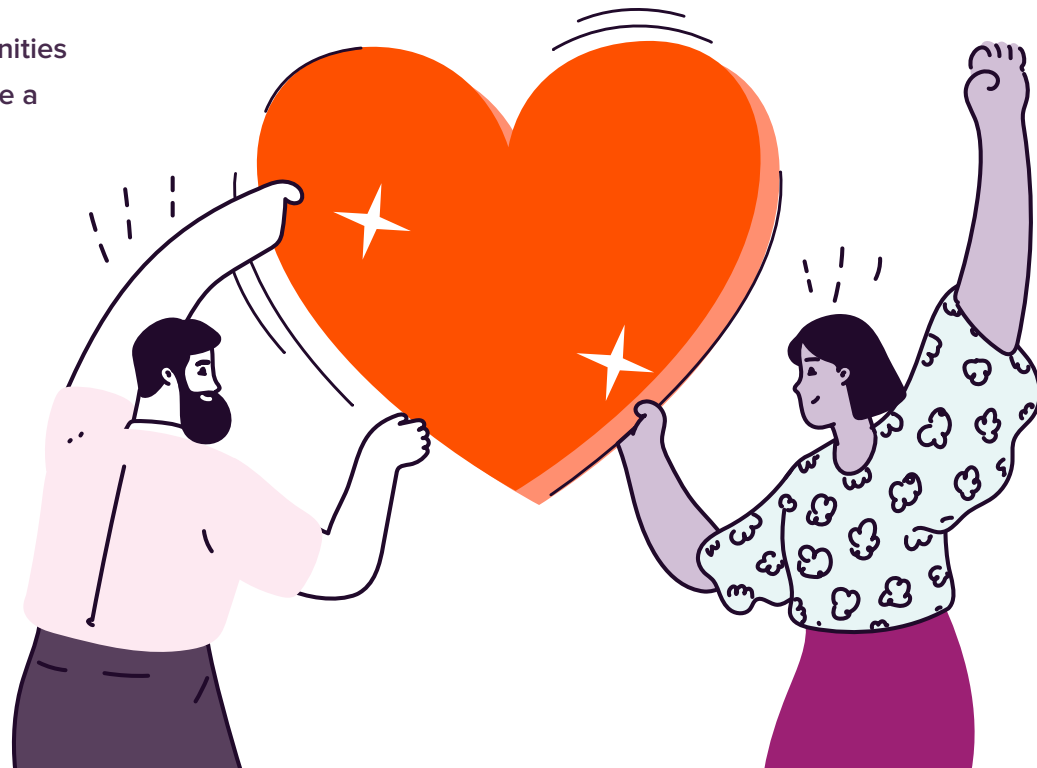


Our vision for our Include pillar is to create and improve an inclusive experience for all employees. Our commitment to this pillar is demonstrated by our “we are inclusive” value at Seismic, one of six values that guides the way we work and treat our colleagues and customers. **In everything we do, we want our employees to feel like they belong and can bring their authentic self to work.**

When we support and empower employees to do this, they can do their best work. When we enable this for others, we all win. Below are the initiatives and progress we are focused on to make Seismic a more inclusive workplace for all.

### 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



### What we're doing

- Launched Enterprise Mentorship Program, with two cohorts taking place in FY2024. Each cohort had nearly 200 employees participate. We celebrate the connection and growth employees are experiencing with this development opportunity. **63% of matches were cross-functional and 58% of CoB members participated in the program.**
- Ensured DEI concepts and best practices are embedded in hiring manager enablement and onboarding training.
- Hosted a Juneteenth Fireside Chat with Seismic CEO Doug Winter and Dr. Daina Ramey Berrey, the Michael Douglas Dean of Humanities and Fine Arts at University of California, Santa Barbara. During the session, employees learned the history and context of Juneteenth and its significant impact on the freedom for our global community today. (As pictured below)
- Received recognition for Cary Heaton, VP, Talent Operations and Seismic Pride Alliance Executive Sponsor, as a **San Diego Business Journal Top 50 LGBTQ+ Leader of Influence.**



## DEI Curriculum

We launched our first two DEI learning courses in FY2024: DEI Foundations and Allyship. Alongside the lessons, we hosted discussion circles for employees to meet in a small setting to deepen learning through conversation.

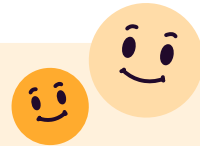
Through these courses, our intention is to expand employee knowledge on DEI definitions and the importance of DEI and behaviors that will positively impact inclusion at Seismic.

### DEI FOUNDATIONS



This course expands a learner’s knowledge of DEI definitions, the importance of DEI, and how DEI connects to our values and culture at Seismic. It provides learners the space to reflect on what DEI means to them.

### ALLYSHIP



This course covers the definition of ally and allyship and sheds light on the critical role allies play in driving inclusion. Learners understand the importance of lending their voice and actions to support the experiences of underrepresented groups, as well as how to adopt behaviors that will positively impact belonging at Seismic.

### DISCUSSION CIRCLES



During these sessions, employees engaged in honest and stimulating dialogue while exploring the concepts of the lessons more deeply. Employees were encouraged to share their experiences and key takeaways from the courses.



## Global Wellbeing Program

At Seismic, we believe it's just as important for our employees to take care of their mental health as well as their physical health. **In FY2024, we expanded our mental health benefits and introduced the Lyra global wellbeing program for employees and their families with opportunities for free coaching and therapy, 24/7 support, group and individual learning resources, and more!**

Throughout FY2024, Lyra hosted multiple webinar sessions for our employees, including "Tapping the strengths of our differences," "Managing Anxiety During Political Uncertainty," and "Coping with Distressing Current Events." Similarly, our DEI team hosted Safe Space Discussions for our employees after the U.S. Supreme Court rulings on affirmative action in college admissions and LGBTQIA+ rights. These sessions provided a space for employees to connect with others experiencing similar feelings and provided them with tools and resources to cope with world events.



We are so fortunate to have Lyra as an added benefit to our teams, it is an extremely well-utilized benefit and perfectly supplements our DEI efforts with individual and group sessions to address current and critical world events when our teams need extra support. In fact, I had an employee thank me for providing this benefit; they told me that Lyra literally "saved their life." Talk about an impactful benefit to really help our employees at all stages of their life, and in the moment they need it.

**CARY HEATON**  
VP, Talent Operations and  
Executive Sponsor of Seismic Pride Alliance CoB



## Global and Inclusive Family Planning Benefits

Last year, we announced our global fertility and family planning benefit administered by Progyny. This built on our fertility coverage by expanding the program to celebrate the diversity of all family types. The benefit covers fertility treatment such as in vitro fertilization and intrauterine insemination, as well as adoption assistance, donor-assisted reproduction, and travel expenses related to reproductive health care. Since the program's launch, we've had a very positive response from our Seismic community.



I am currently in the process of using our fertility insurance to freeze my eggs. I just wanted to reach out and thank you for giving employees the option to have this. You have made my dream of one day starting a family a reality and it was probably not something I could have done if I didn't have access to this insurance.

**A SEISMIC EMPLOYEE**



## Communities of Belonging

Two years ago, we established our Communities of Belonging (CoBs). These are inclusive community groups where employees can come together to share their experiences as well as engage and educate each other. The CoBs are a place where employees can be seen, heard, and valued.

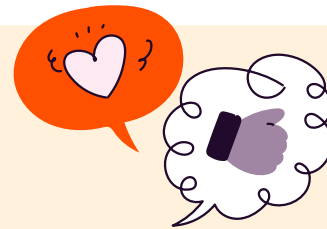


**We believe our communities are an integral part of our employees' experience and play a critical role in fostering a culture of belonging.** Our CoBs provide a place for connection and community, opportunities to learn and grow, and provide service to those in our communities. Equally important, our CoBs are thought partners to our leadership team, raising awareness, building bridges, and providing insights from underrepresented communities that can inform decision-making at all levels of the company.

**Over the next several pages, we highlight programs our CoBs led in FY2024.** The images shown generally spotlight our CoBs and the variety of programming offered throughout the year.

**40%**  
**Employees are members**

### Highlights



- Held annual **CoB leadership retreat** where employee leaders planned their events and initiatives for the year.
- **Hosted nine CoB signature global engagement programs for employees around the world.** Each centered on causes or recognition for their community and raised awareness for the broader employee base.
- **Provided all CoB leaders with access to six months of professional coaching on DEI topics related to their development focus areas via CoachHub,** a further investment in the growth of our CoB leaders.
- **The Seismic Pride Alliance CoB championed the company's participation in the Human Rights Campaign's Corporate Equality Index in 2023.** Our initial score shows progress, and we plan to build on that this next year.

### Meet our CoBs



**Somos Seismic**  
(Hispanic & Latinx)



**Seismic Veterans**



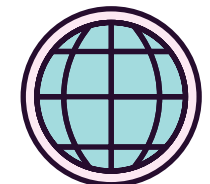
**The Movement**  
(Black/BIPOC)



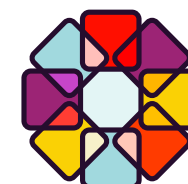
**Seismic Sisters**  
(Women)



**Asian And Pacific Islanders (AAPI)**



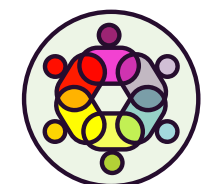
**International Impact**



**Disabilities & Neurodiversity**



**Seismic Pride Alliance (LGBTQIA+)**



**Parents & Guardians**



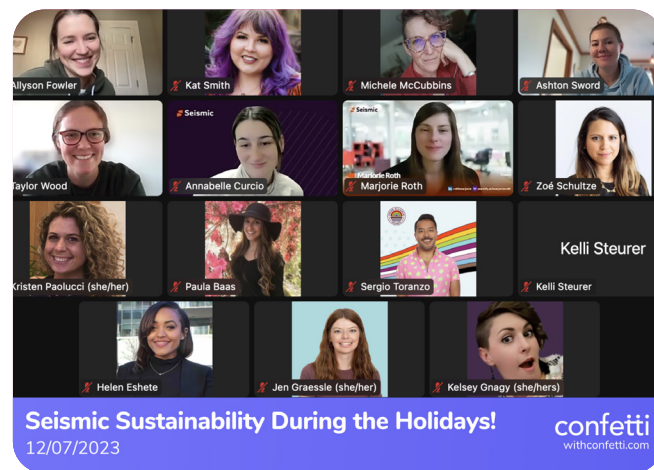
CoB HIGHLIGHTS

# Seismic Sisters



## Challenging Our Beliefs: Women In Technology

Seismic Sisters has been at the forefront of advocating for diversity and empowerment within the Seismic Community in FY24. An event in August 2023, led by Product Marketing Director Liz McLemore, highlighted the evolving beliefs and gender representation in the tech workplace, offering enriching discussions over time.

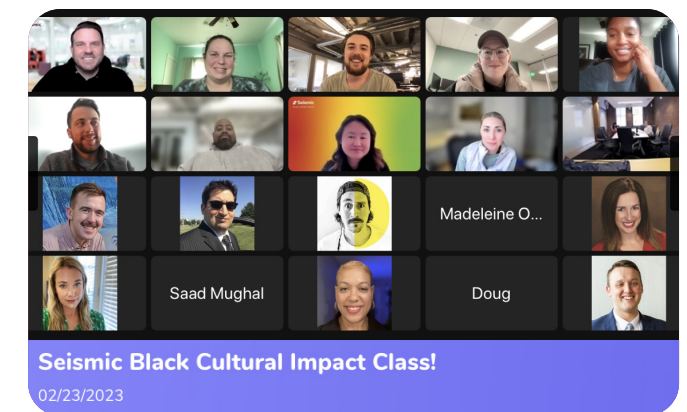


# The Movement



## Mental Wellness Series

This series, led by Dr. Lakeba and Ms. Laura Williams, focused on 'Psychological Safety in the Workplace.' It was a part of a broader initiative to promote mental well-being and inclusivity in the workplace, and significantly influenced the broader Seismic community by providing tools and knowledge to create a psychologically safe environment. It highlighted the importance of mental wellness as an integral aspect of a diverse and inclusive workplace. By addressing mental wellness from diverse perspectives, the series underlined the significance of accommodating various mental health needs and experiences. This approach fostered a culture of belonging where every employee feels valued, understood, and supported.





## Asian And Pacific Islanders



### AAPI Fireside Chat with guest speaker Buck Gee

Buck Gee, Northern California Regional Chair of Committee of 100, joined the AAPI members to talk about his instrumental role in advocating for equitable opportunities for minority groups, like AAPI, in his organization and the importance of self-advocacy.



I joined and took on a leadership role because I wanted to create visibility for our community at Seismic. We want to create a safe place for our members to share their perspectives, offer learning opportunities like with Buck Gee, and empower them with an individual and collective voice to make the AAPI COB a key part of the talent tapestry at Seismic.

**MARGARETTE TING**  
Director, Customer Marketing and  
Co-chair of Asian And Pacific Islanders CoB



## Seismic Pride Alliance



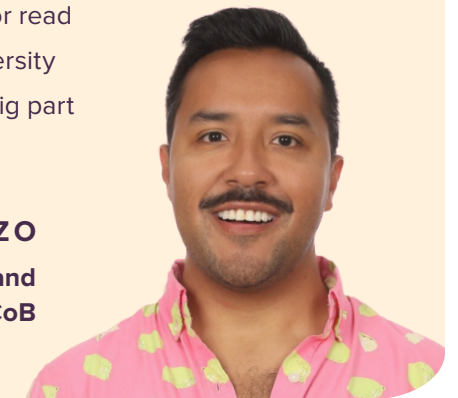
### (LGBTQIA)V Club

This program was created when members expressed a desire for community-building and spaces for safe, sensitive conversations. The A/V Club selects a piece of queer media each month (typically a book, movie, or TV show) that members consume on their own time. The group then meets for one hour each month to discuss the piece of media, dissect it from a queer lens, talk about the themes and narratives, as well as how it impacts them as individuals and as a queer community.



I want to thank each of you [Seismic employees] who made the time to attend one of our events, listen to one of the celebratory playlists or read our LGBTQIA+ Trailblazer Spotlights. Seismic's mission to keep diversity and inclusion at the forefront of what we do is #whywewin, and a big part of that has to be attributed to our fearless leader, Doug Winter.

**SERGIO TORANZO**  
Senior Solution Consultant II and  
Co-chair of Seismic Pride Alliance CoB





## Somos Seismic



### Fireside Chat with Dr. Delia Fernandez-Jones

The Somos Seismic group hosted author and Michigan State University Associate Professor Dr. Delia Fernandez-Jones for a fireside chat during Hispanic Heritage Month. Seismic’s Senior Vice President of Product Design Carmen Cano facilitated the conversation centered on the contributions of civil rights leaders Cesar Chavez and Dolores Huerta, as well as the history of Hispanic heritage and how to promote inclusivity in the Hispanic/Latinx community.



I feel like we were able to shine some light on the history of Hispanic heritage, and our speaker was excellent. This left a big impact as we had a great discussion in the group and higher engagement.

**JACOB LOPEZ**  
IT Systems Administrator and  
Chair of Somos Seismic CoB

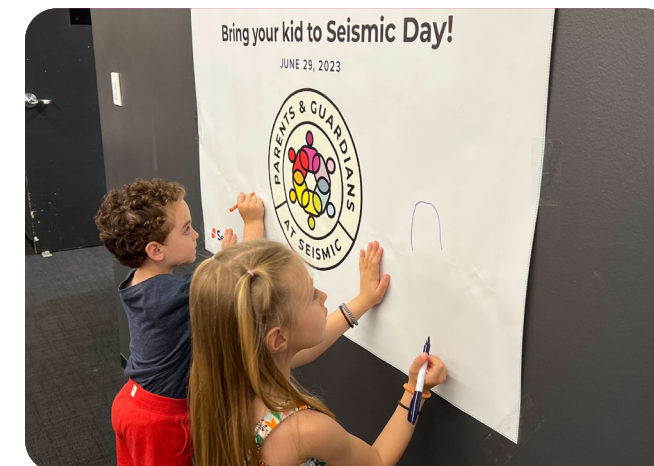


## Parents and Guardians



### Bring Your Kid to Work Day

In June 2023, Seismic employees had the opportunity to bring their kids to a Seismic office in our Boston, Chicago, Indianapolis, and San Diego locations to share their work with their children and connect with other members of the CoB and company. Virtual story time, sweet treats, and digital arts and crafts kits were provided for employees who did not live near an office location.





## International Impact



### Seismic Global Move-A-Thon

This event included a month-long individual challenge taking place throughout October 2023. Participants were encouraged to stay active by engaging in various activities such as walking, running, cycling, swimming, and more. The Move-A-Thon was an opportunity to make October a month of fitness and fun, bringing together colleagues from around the world with a shared, competitive goal of improved health and activity. In total, 206 employees participated, with nearly 3,000 hours of activity recorded and 10,000+ miles covered.



Being a part of the International Impact CoB increases connection between colleagues – like we did with the Move-A-Thon, the ability to learn more about people who haven't had the same upbringing as you and give a fresh perspective to look at the world slightly differently than you have.

**AHMED HASSAN**  
Senior Solution Consultant I and  
Co-Chair of the International Impact CoB



## Disabilities and Neurodiversity



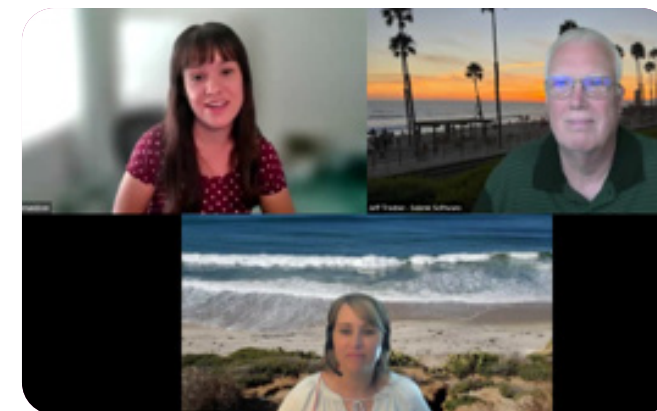
### Building Allyship & Self-Care BINGO Recap

During Disabilities Pride Month in July 2023, the group created and encouraged their members to complete a self-care BINGO card which included self-care activities for them to take part in throughout the month. At the end of the month, they held an educational session covering building allyship, which included a video on how to work inclusively with colleagues with disabilities or neurodiverse learning styles.



We encouraged employees to focus on self-care to promote health and avoid burnout. We shared a self-care BINGO game and provided prizes to encourage participation. Employees shared that the game motivated them to prioritize self-care and that they were going to continue using the BINGO card on their own.

**ANNIE METRO**  
Senior Global Operations Project Manager and  
Co-Chair of Disabilities and Neurodiversity CoB



# Seismic Veterans



## Veterans Panel with Seismic Veterans

In recognition of Veteran and Military Families Month, the Seismic Veterans CoB hosted an employee panel discussion facilitated by Kristen Linehan, VP, Industry Solutions, and Seismic Veterans Executive Sponsor. The panel focused on their personal experiences and how their military backgrounds have shaped their success in the tech world. This was a great event for employees to gain valuable perspectives on the skills, values, and perspectives that veterans and their families bring to Seismic and the broader industry.





## Embed

### Maintain accountability and governance

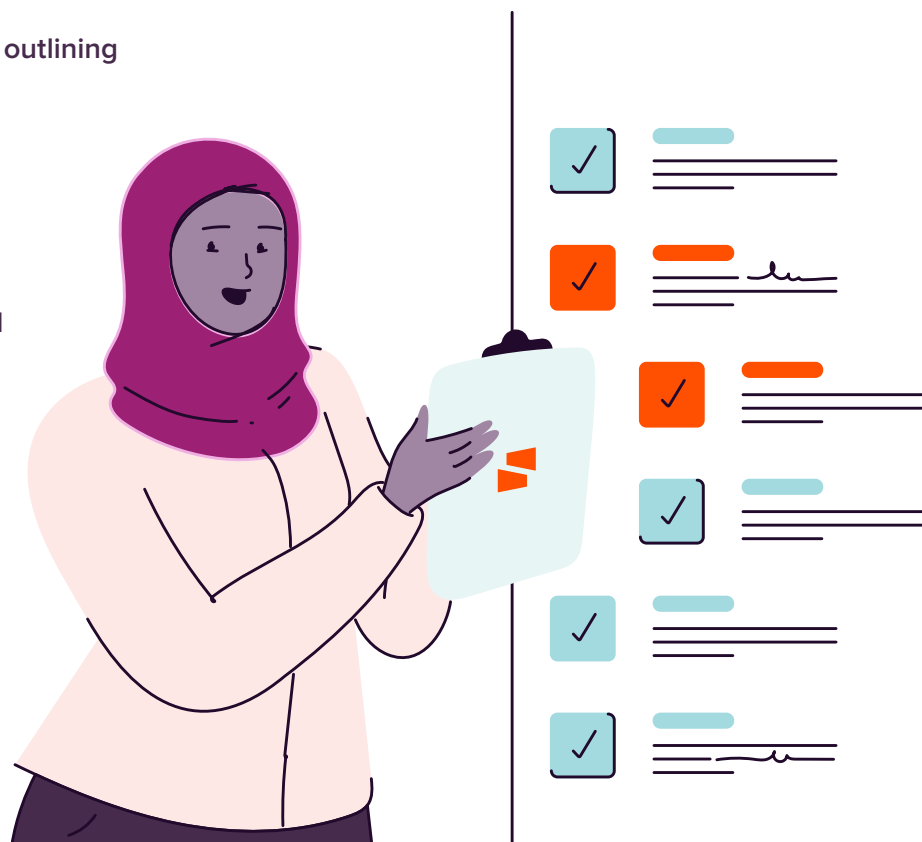
Deliver on our promises through robust goals, transparent disclosures, and equitable processes that are embedded across the company



Our final pillar, Embed, is centered on delivering on our promises through aspirational goals, transparent disclosures, and equitable processes that are embedded across the company. We believe that to truly integrate DEI into an organization, it requires time, dedication, and focus to build the foundational building blocks of sustainable change. **That is why we prioritize being thoughtful and intentional with all we do, so we can embed DEI into the fabric of the organization and how we conduct business at Seismic.** Below are the initiatives and progress we are focused on to embed DEI into everything we do.

### 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 aspirational DEI goals every year



### What we're doing

- Added belonging and inclusion questions to Seismic's bi-annual employee engagement survey to form an inclusion factor that will be measured going forward. These questions allow us to identify trends in employee sentiment, contextualize different lived experiences, and benchmark our progress. **In FY2024, Seismic's inclusion factor was 83%, which is at benchmark.**
- **Piloted inclusive leadership training in partnership with Forshay to train product & engineering leaders.** This learning journey centered on valuing a team's diverse perspectives to create a safe space for inviting in authentic and meaningful contributions from each other.
- **Led an unconscious bias presentation to go-to-market leaders,** covering various forms of bias and how they can impact hiring, employee development, and success management.
- **Conducted a voluntary self-identification campaign asking all employees to add or update their personal demographic information** (i.e., pronouns, gender, ethnicity and race, sexual orientation, etc.). This data provides a more complete picture of our workforce, and aggregate level data is used to help drive and measure progress towards our DEI aspirational goals.



## Spaces built for inclusion

Inclusion is one of the core pillars in Seismic’s workplace strategy, and, in 2023, it was put into application in three of Seismic’s offices in Beijing, San Diego and Toronto.

Our San Diego office, for example, thoughtfully provides spaces and furniture that are ergonomic and appealing to diverse individual needs, as well as ensuring essential information is communicated in multiple ways for users with sensory limitations (e.g. braille for room signage, icons for exit signs, etc.)



## Promoting access to diverse supplies

In the spirit of our value “we are inclusive,” Seismic’s Workplace Experience team collaborated with the Seismic Sisters CoB on a new enhancement for our office spaces: the Promoting Access to Diverse Supplies (PADS) Initiative. We want to continue fostering an inclusive workplace that helps employees do their best work, while addressing the challenges like the [Pink Tax](#) and [Tampon Tax](#) that impact our community.



Our new offices are designed to be inclusive. We’ve installed wellness rooms in all three offices to support mothers and others who need a private space to attend to medical conditions. Also, we intentionally built quiet, private areas to support the neurodivergent community, mental breaks, or moments of prayer.

**BILL CALLAHAN**  
Director of Workplace Experience



**Our offices are built to be welcoming spaces that support our workforce diversity and serve as magnets for employee connection, particularly around our robust DEI programming.** The Seismic Workplace Experience team held more than 50 in-person events across our global offices, often anchored by CoB initiatives.





## Our commitment to global pay equity + workforce planning

Seismic is committed to providing equal pay for equal work in alignment with our aspirational DEI goals. **We annually review our compensation and benefits programs to equitably support and reward employees of 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**

In FY2024, Seismic completed its third annual global pay equity analysis in partnership with a third-party agency to ensure that employees performing similar jobs with comparable skills and experience are compensated equitably, regardless of their gender, race, and ethnicity. We are very proud of our results that came back outstanding with no areas of concern or inequity.

The practices mentioned are ingrained in our processes and the way we work at Seismic.

**We are committed to upholding these methods and practices** through a considerable amount of education, planning, and intentionality so that we can offer equal opportunities for all. As Seismic plans for FY2025, we're dedicated to creating opportunities – regardless of race or gender – to attract, retain, and advance top talent, grow meaningful careers, and achieve success.



I've been closely involved in DEI initiatives at the board level at both private and public companies, and strongly believe that having a focus on DEI is beneficial for investors, employees, and customers alike. Seismic's third annual Global Pay Equity Analysis reporting no areas of concern or inequity shows the company's efforts in DEI are having meaningful impact and strong results.

**PETE SOLVIK**  
Managing Director of Jackson Square Ventures  
and Seismic Board Member



# 04 Conclusion

This report reflects the progress made in our DEI journey in alignment with our aspirational goals and, more importantly, the areas we must focus on to see improvement. We know we have work to do. In particular, there are opportunities for improvement when it comes to hiring and retaining our underrepresented communities. We are committed to increasing representation for our female, Asian, Black/African American, and Hispanic/Latinx talent across all roles. This will be a major focus area for FY2025 and incorporated into our DEI programs and initiatives.

**Although this year's results and progress were at a slower pace than we anticipated, we are committed to our journey to build an inclusive workplace that ignites growth for our employees, customers, and industry.** This year we focused on implementing and setting the foundation for programs and initiatives we believe will have lasting impact on our DEI journey. We are grateful to our leaders and employees who, with their intentionality, focus, and sustained work to embed DEI into Seismic, made this report possible.



## Ready to learn more about DEI at Seismic?

Our newest wellness and family planning benefit



Seismic's celebration of Lunar New Year



The Movement celebrates Black History Month



Celebrating Women's History Month with Seismic Sisters



A Q+A with Seismic Pride Alliance



Our new San Diego headquarters



A perspective on Disability Pride Month



Celebrating National Hispanic Heritage Month with Somos Seismic



Read more Seismic blogs here



## Award Recognition

The Crunchbase 2023 Influential Women in Sales:  
**Irina Soriano**

Most Loved Workplace by Best Practice Institute

Great Place to Work and Fortune 2023 Best Workplaces for Millennials

Great Place to Work and Fortune 2023 Best Workplaces in Technology

Newsweek's Top 100 Most Loved Workplaces in America

Great Place to Work and Fortune 2023 Best Workplaces for Women

2023 LGBTQ+ Leaders of Influence by the San Diego Business Journal:  
**Cary Heaton**

Great Place to Work Certified, 2023-2024

Great Place to Work – Best Workplaces for Parents 2023

