



Our 2021 Global DEI Report



Welcome

We're thrilled you're here. This is the roadmap for our report. Like diversity, equity, and inclusion (DEI) at Seismic (and DEI everywhere, really), it's a journey. Our work is far from done — but to us, that's the exciting part.

Doug Winter

CEO and Co-Founder, Seismic



[Get Started](#)

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01 What DEI Means to Us

Before we go any further, we want you to know what diversity, equity, and inclusion mean to us here.

HEAR FROM LINDA HO
Chief People Officer, Seismic



Diversity

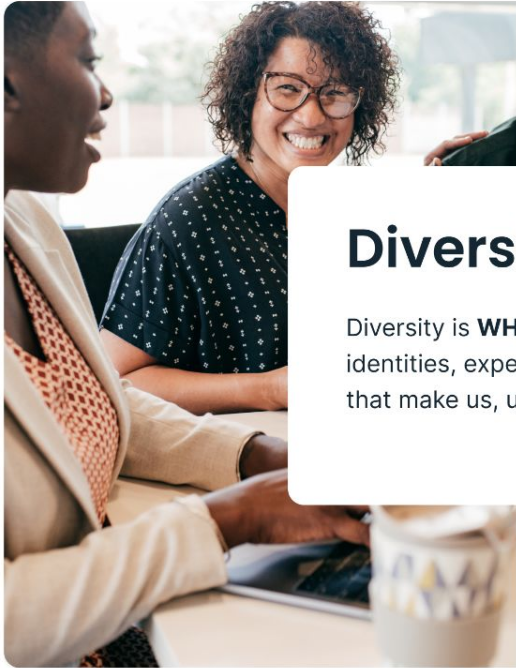


Equity



Inclusion





Diversity

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



Diversity



Equity



Inclusion





Equity

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



Diversity



Equity



Inclusion





Inclusion

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



Diversity



Equity



Inclusion





Our talent strategy is rooted in DEI. This means we cultivate the visible and invisible dimensions of identity in what we do and how we work together. Ultimately, it creates a culture of belonging that allows us to be seen and valued for who we are.



Linda Ho

Chief People Officer, Seismic




02

The Current Landscape


Here you'll find a few Seismic-specific stats and also some global DEI trends and data. After all, we're not the only organization working to make sure everyone — regardless of who they are — belongs and thrives at work.



The Current Landscape



Around the World [+](#)



Here at Seismic [+](#)

The Current Landscape

Around the World

19%

Diverse companies experience better financial performance and 19% higher innovation revenue ([BCG](#)).

25%

Diverse companies enjoy 25% higher profitability ([McKinsey](#)).

HOWEVER, WE KNOW THAT...



95% of D&I programs at global organizations have not yet reached the highest level of maturity in their D&I programs ([PwC](#)).



75% of positions in the tech sector are held by men in the United States ([NCWIT](#)).



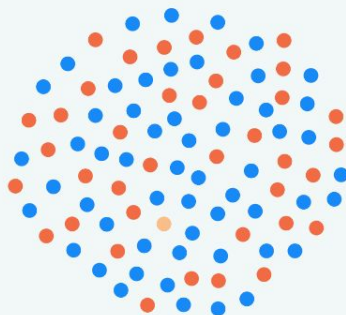
The Current Landscape

Stats from Seismic

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.

GLOBAL GENDER

U.S. RACE & ETHNICITY



Female: **38.5%**
Male: **61.1%**
Not Specified: **0.4%**

[Click to reveal 2021 Hiring](#)



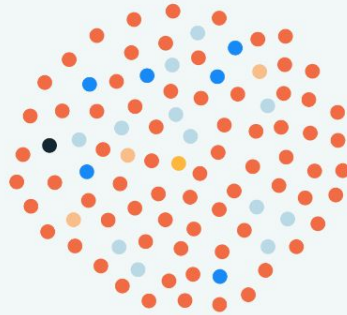
The Current Landscape

Stats from Seismic

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.

GLOBAL GENDER

U.S. RACE & ETHNICITY



- White: **75.6%**
- Latinx: **6.2%**
- Black: **3.7%**
- Asian: **11.6%**
- Pacific Islander: **0.4%**
- Two or more races: **2.0%**
- Not Specified: **0.4%**

[Click to reveal 2021 Hiring](#)

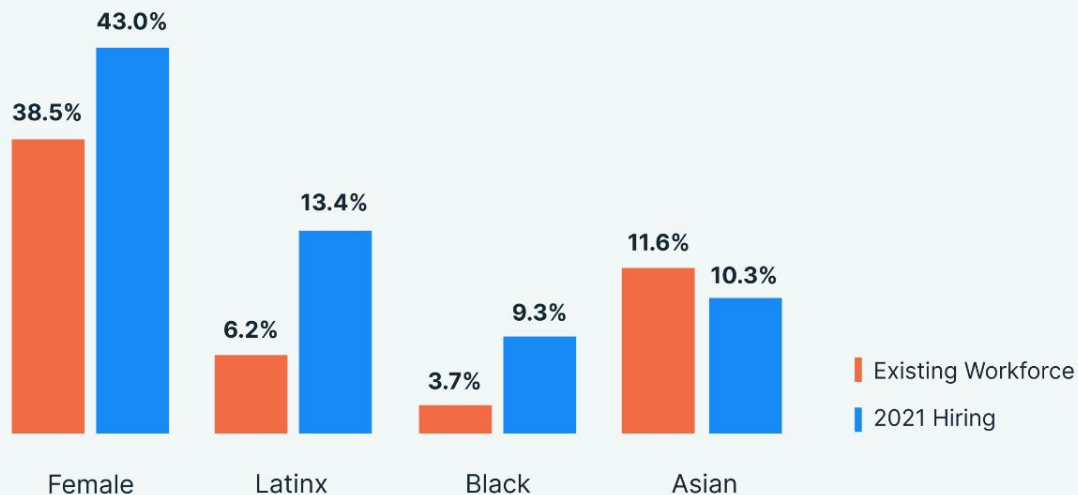


The Current Landscape



Our hiring looked different in 2021

You'll notice on these charts that hiring people from underrepresented groups was a pivotal focus for us in 2021. Moving forward, we're committed to continually improving our hiring practices.



03

Our Commitment to DEI

Let's get to the good part — the work we're committed to and the people who are leading the charge. (Spoiler alert, our employees are all-in.)



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.



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



INCLUDE: Build a Culture of Belonging
Create and improve an inclusive experience for all employees.

When **executive leadership is committed to bringing DEI to life and employees are empowered and activated**, change happens — and that's exactly what we're seeing at Seismic.



04

Seismic's DEI Initiatives

We've come a long way, and at the same time, it feels like we're just getting started. Ready to see the strong foundation our executives, managers, and employees have built together at Seismic?



Seismic's DEI Initiatives

DIVERSIFY

Diversify



Implemented diversity hiring goals for intern program



Recruited 40 participants for our Supplier Diversity Pilot Program



Declared Juneteenth an official Seismic holiday — an initiative led by our CEO before it became a federally recognized holiday



CLICK TABS TO VIEW INFO



INCLUDE



Seismic's DEI Initiatives

DIVERSIFY

Lead



Launched Enableship to bring equity to the sales enablement space for 1,100 people



Supported Black Lives Matter through the Equal Justice Initiative



Donated funds to support Girls Who Code, the Equal Justice Initiative, and more



CLICK TABS TO VIEW INFO

LEAD

EMBED

INCLUDE



Seismic's DEI Initiatives

CLICK TABS TO VIEW INFO

DIVERSIFY

LEAD

EMBED

INCLUDE

Embed



Invested in DEI leadership



Formed an employee DEI Council



Conducted unconscious bias training and Inclusive Leadership Competencies training for managers



Seismic's DEI Initiatives

CLICK TABS TO VIEW INFO

DIVERSIFY

Include



Launched nine Communities of Belonging — more on those later

LEAD



Piloted a mentorship program with 20 participants

EMBED



Announced U.S. fertility support as a new benefit for 2022

INCLUDE



05

What's Next?

In 2022, we're continuing to grow our DEI efforts both at Seismic and more broadly in the sales enablement space. See how we'll hire from underrepresented groups, improve our new Communities of Belonging, and of course, keep on learning.



Our Priorities for the Next Three Years

DIVERSIFY

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 compared to underrepresented individual contributors



Increase U.S. Latinx, Black, and Asian representation across all roles

CLICK TABS TO VIEW INFO



LEAD

EMBED

INCLUDE



Our Priorities for the Next Three Years

CLICK TABS TO VIEW INFO

DIVERSIFY

LEAD

EMBED

INCLUDE

Lead

Goal: Change the industry



Partner with SV Academy and Sales Enablement Society to refer 12 external partnerships for [Enableship](#) year over year



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



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

**excluding cloud providers and SaaS tools*



Our Priorities for the Next Three Years

CLICK TABS TO VIEW INFO

DIVERSIFY

Embed

Goal: Create a culture of belonging

LEAD



Support nine Communities of Belonging to enable a culture of belonging

EMBED



Ensure inclusive behaviors are embedded in the Seismic culture

INCLUDE



Our Priorities for the Next Three Years

CLICK TABS TO VIEW INFO

DIVERSIFY

Include

Goal: Maintain accountability and governance



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



Ensure each organization sets one or more DEI goals every year

INCLUDE



While we may be in the early phases of our DEI journey here at Seismic, it's truly incredible to see how much we've accomplished in 2021. I can't wait to see how our journey continues to unfold in 2022.



Meg Guarente

Senior Director Enterprise Sales,
Financial Services, Seismic





Communities of Belonging

Why did we create these groups?

Long story short, because diversity of thought, experiences, culture, and abilities enhances our enterprise value and makes us a better organization.

Employees join these communities based on shared characteristics, experiences, interests, and goals. Each group is open to all employees, whether they identify with the group or are simply an ally.

01

LGBTQIA+

02

Black

03

**Asian &
Pacific Islander**

04

Latinx

05

Women

06

**Parents &
Guardians**

07

International

08

Veterans

09

Disability

Enableship

HEAR FROM RAHIM & HEATHER



What's Enableship? 



The Impact 



In Action 



Enableship

HEAR FROM RAHIM & HEATHER

Enableship is a program we launched in 2021 with SV Academy and Sales Enablement Society. Our CEO, Doug, led the charge, and the goal of the program is to provide training, coaching, mentorship, and a community for the placement of historically underrepresented candidates into entry-level enablement positions.



The Impact



In Action



Enableship

HEAR FROM RAHIM & HEATHER



What's Enableship?



- Over the next three years, we'll equip 1,100 underrepresented jobseekers with technical skills and qualifications and help place them in enablement roles.
- We'll watch our jobseekers get hired and earn a combined additional \$22 million in wages.



In Action

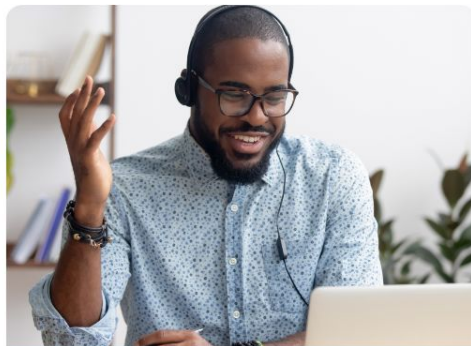


Enableship

HEAR FROM RAHIM & HEATHER



What's Enableship?



The Impact



- We're hiring and sponsoring interns.
- Teammates are mentoring jobseekers, guest speaking at programs hosted by SV Academy and Sales Enablement Society, and contributing course content.
- Want to get involved?
[Click here.](#)



Enableship



There are many barriers to entry for diverse jobseekers, including practical work experience, technical training, mentorship, and employer connections. I'm excited for Enableship to break down these barriers.



Rahim Fazal

CEO and Co-Founder, SV Academy



Seismic's development of Enableship is game changing. It's the first industry-wide program to provide underrepresented jobseekers with the learning and mentorship needed to begin a career in enablement.



Heather Cole

VP, Market Growth, Seismic



06

We're just getting started

We'll be working to expand on this progress.

We're committed to building an inclusive workplace that ignites growth for our employees, customers, and industry.

P.S. Want more? Explore these posts from the Seismic team.

[Explore Now](#)



For more on DEI at Seismic, explore these posts our team wrote in 2020 and 2021



A Reflection on MLK's
Legacy of Unity

[Read More >](#)



Tony's Takes on 3
Women Who Changed
Black History

[Read More >](#)



How Brian
Embraced Inclusion
During Pride Month

[Read More >](#)



Nicole's Mic-Drop
Thoughts on Equity

[Read More >](#)



Our Celebration
of Latinx People
Everywhere

[Read More >](#)

