

**worklife
awards**

worklife awards

As people continue to come to grips with forever-changed work cultures, fueled mainly by the pandemic, companies are making serious efforts to make at-home employees feel connected to the rest of the team. What's more, these organizations prioritize diversity, equity and inclusion efforts to earn employee trust and create companywide success.

This year's Worklife Awards winners showcase how companies made strides to create cultures where a work/life balance is the central pillar. These organizations have demonstrated that

employees need more than communal coffee machines and happy hours. They're seeking more conversations about mental health programs, physical health programs, flexible PTO options, volunteer hours and home-setup compensation.

This guide highlights the companies that went above and beyond in these areas. The pages that follow detail each program, unpacking them for insights into the elements that worked best and what companies can learn from the programs that made the 2022 list.

Best Coworking Culture

Petalfast



Background

At Petalfast, inclusion is at its core as the company drives the connection between people and the joys of cannabis to celebrate each other and create a culture where everyone belongs and contributes as their authentic selves. Petalfast has invested in people-culture initiatives, team-building events, diversity celebrations, growth and development, business operations transparency and more. The company has carefully cultivated a culture that values employee commitment, drive and passion for the growing cannabis industry and empowers each person to bring their own unique experiences to their roles. Since the company's founding in 2020, just two people have voluntarily left the company, 57% of the workforce is women and 55% of leadership is women.

Insights

Companies in cannabis tend to experience higher turnover and lower employee satisfaction as many of these types of companies aren't prioritizing or appreciating that people make all the difference in a company's success. At Petalfast, ongoing standards in communication include its monthly mentorship meetings, company feedback surveys and weekly touch base meetings to inspire its team and encourage mutual trust and respect. The company's work-life balance programs, such as no-meeting Fridays, unlimited vacation policy and flexible workday scheduling, help prevent burnout, promote mental health, encourage a positive and inclusive environment and ensure every employee feels respected and valued.



Best Employer for Parents

Pinterest



Background

Pinterest believes people do their best work when they're valued and supported in a workplace that's inclusive and inspiring. With that, Pinterest knows it's essential to support its team and provide a balanced work environment at all stages of family planning and child care. To help its 'Pinploees,' the company assessed what its employees value most. Expanded benefits include 12 weeks paid leave for neonatal intensive care unit stays, four weeks paid leave for pregnancy loss and 20-plus weeks of global parental leave for all parents to bond with their newborn or newly adopted child and more.

Insights

In addition to Pinterest's recent expanded parental benefits, they already had established surrogacy assistance of up to \$20,000, free breast milk shipments for business traveling, personalized parenting support through Cleo and more. One Pinplovee joined Pinterest while pregnant and said she felt incredibly supported throughout interviewing, onboarding, her first few months on the job and during her leave. Another expressed how thankful he was for his parental leave and the adventures he was able to have with his daughter.



Best Employer for Remote Employees



Background

Goodway Group has been fully remote for 15 years, with employees in over 40 states successfully working from home offices. While remote culture was always core to the company's DNA, to adapt during the pandemic, it pivoted by offering increased flexibility and autonomy, recognizing and addressing workforce burnout and leaning into the need for authentic connection. To further address burnout concerns, Goodway Group partnered with Council, an employee group sharing peer feedback, which led to summer Fridays extending to flex Fridays. In addition, bi-annual company trips resumed as hybrid events, leaning on VR for those unable to attend so teams could still build solid connections and do so in a fun way.

Goodway Group

Insights

Goodway Group prioritizes building and maintaining a human-first environment offering flexibility and employee growth opportunities while creating connections across the company. Employees can access numerous virtual activities that boost their engagement, such as virtual happy hours that strengthen their connection with teammates, companywide events such as Drag Bingo and monthly webinars discussing building good habits. Additionally, access to features such as "control your calendar" empowers employees to manage their time efficiently. At the same time, pulse surveys and quarterly town halls allow employees to have honest discussions with the company.



Best Hybrid Work Environment

FutureBrand North America

FutureBrand

Background

FutureBrand's value system, PACE, or being progressive, adaptable, collaborative and empowering, reflects a unifying goal of embracing diversity and creating an environment where diverse talent feels welcome and can thrive. While the traditional view has been that collaboration, debate and critique – the crucial elements needed for the best ideas – can only be achieved in an office environment, FutureBrand has challenged this notion by adopting a hybrid work environment. Since making this change, its seen growth double year-over-year compared to the previous year, despite a reduction in the staff's hours, with efficiency increasing by 10%.

Insights

FutureBrand adopted a work anywhere policy and, in doing so, redesigned its office to be an 80% sharable space, with smaller spaces for employees to work alone if desired. For those working from home, each new employee is set up with 15-minute 'hello' calls to meet team members. They also meet with HR to see how the team can help create an optimal work-from-home setup. Efforts such as these have resulted in an improvement in the team's wellness, from a reduction in client-related travel to an easing of the burden of commutes. The hybrid model has also allowed FutureBrand to expand its talent pool and recruit across the U.S.



Best Manager

Lauren Nutt Bello - Ready Set Rocket

Ready
Set
Rocket

Profile

Lauren Nutt Bello is the president and managing partner of Ready Set Rocket, a full-service digital marketing and creative agency based in New York City with employees spanning 12 states across the country. As the importance of inclusivity continued to grow, Lauren used her platform to enlighten others and became a strong advocate for social justice, sharing her knowledge with the Huffington Post, Ad Week, Fast Company, CBS News and more. Under Lauren's guidance, the company gained accounts such as Conde Nast and T.Rowe Price, and its headcount nearly doubled – making the agency the most diverse its ever been with an all-woman-led executive team.

Impact

Lauren began dismantling the conception of paternity versus maternity by implementing mandatory parental leave for a minimum of eight weeks for all of the agency's employees. She knew that the notion of women taking leave when a child is brought into a household without the men doing the same helped to fuel policies that create inequality, especially in BIPOC and LatinX communities. In addition, when Roe v Wade was overturned, Lauren extended women's health benefits within Ready Set Rocket, proving herself to be a leader in the office and a thought leader in DEI.



Best Mental Wellness Program

Banfield Pet Hospital



Background

While the pandemic spotlighted the importance of mental health and well-being in the workplace, Banfield Pet Hospital was well-positioned to build upon its robust pre-existing mental health and wellness programs. As the most extensive general veterinary practice in the U.S., Banfield has always placed the health, safety and well-being of its nearly 20,000 associates above all else. To double down on its mental health and well-being efforts, Banfield introduced an industry-leading Veterinary Student Debt Relief program to ease the financial burden debt has on veterinarians, a profession with one of the highest debt-to-income ratios.

Insights

This profession is a true calling, but compassion fatigue, daily work stressors, staggering amounts of student debt and extreme pressures can all take their toll. If these feelings are left unaddressed, they can impact people mentally and physically. One way Banfield is continuing to support is by offering ASK – the first suicide prevention training program designed specifically for veterinarians to help recognize and address emotional distress in themselves and others. More than 25,000 individuals have gone through ASK training, and 95% of Banfield Associates who've reached out to a licensed mental health expert report finding a solution to the issue about which they reached out.

Best Mentorship Program

Critical Mass



Background

At Critical Mass, mentorship grows naturally, as the company believes in helping those who've faced the same challenges that someone else has helped them navigate before. One specific program the digital agency has implemented is Keep Co., created to support parents welcoming a new child after new parents at the company found career development, clients, flexibility, pitch involvement and more to be tough to balance. This initiative allows Critical Mass's community to freely connect with and support new parents and their unique journeys, as prepping for leave, taking leave and returning to work are never a neat and straight line.

Insights

Mentorship binds Critical Mass employees together – a hugely important feature of the employee experience in a competitive talent market. While Keep Co.'s sessions can begin as early as three months ahead of anticipated parental leave – and mentor-mentee pairings aren't confined to specific teams or a career developer – that isn't the only program Critical Mass has to offer. The 'Leadership that Listens' program has a variety of ways of asking for input to gauge employee satisfaction, with an open-door policy for innovation and feedback. Additionally, the Career Development program pairs every employee with an experienced mentor to help them grow while at Critical Mass and beyond.



Best Mentorship Program

Woo - TEAM Woo



Background

As an independent, female-owned creative agency with over 25 years of experience, mentorship is crucial to Woo's company culture and business as it's rooted in diversity. When founder, CEO and CCO Valerie Moizel received feedback that her staff needed more diversity, she lamented she wasn't receiving many resumes from minority candidates and resigned to do something about it. This was how TEAM Woo was created – Teens Engaged in Advertising Mentorship – where Gen Z high school students, emphasizing female and minority candidates, were invited to take an introductory four-day advertising class.

Insights

As one of the few women-owned ad agencies, understanding opportunity barriers has long been ingrained in Woo's DNA. With this in mind, the TEAM Woo program came to fruition to provide students with the opportunity to work on a real advertising campaign and be mentored by seasoned professionals. These students came away with a positive experience with the program, stating a desire to potentially explore advertising and marketing in their educational and professional futures. The success of this program has led the agency to branch out to more new schools and specifically target low-income communities to ensure students who might be at a disadvantage get such an opportunity.

Best On-Boarding Process

PROPELLER



Background

PROPELLER puts culture at the center of its everyday operations – supporting, exciting, and inspiring people to work together and drive change. For PROPELLER, culture starts before day one, with a personalized and comprehensive onboarding program that plans for new hires' arrival, integrates them into the existing community and grows with them as they become a seasoned team member. For a smooth transition, managers and department heads use a New Hire Playbook to guide them through the process while the new team members receive their choice of equipment, access to the Propeller Pulse process hub for resources and onboarding tools and more.

Insights

PROPELLER ensures its new hires are paired with existing team members as a part of its ambassador program to ensure that new employees have a supportive mentor throughout their first six months. The company has championed several company-wide programs that prioritize its people and maintain a culture of connection by enhancing differences in location, identity and thinking. With the 150% growth PROPELLER has seen, the company has experienced a 98% retention rate, a testament to its immersive program supporting new team members while enhancing current operations.

Your First Day Welcome Package



Best Physical Wellness Program

Next PR



Background

Next PR's culture is built on people-centered leadership rooted in appreciation, recognition and trust (ART). The approach fosters a positive, collaborative work environment and prioritizes employee wellness, which manifests in client work. In addition to generous PTO and paid volunteer time off, Next PR and CEO Heather Kelly promote physical wellness with 100% free healthcare coverage for every team member, dental and vision coverage, a \$1,000 annual company contribution to HSA plans and a \$500 signing bonus with proof of COVID-19 vaccination. Last year, Next PR gifted the entire team Peloton bikes.

Insights

Next PR prioritizes benefits across the organization, recognizing that fulfilled and satisfied team members deliver solid results for clients. The firm has added net new clients throughout the pandemic, doubled its agency minimum, broken monthly revenue records and, in H1 2022 alone, paid out \$118K in new business commissions to the team.



Best Rewards and Recognition Program



Background

At digital experience design agency Critical Mass, employee recognition takes on many forms: formal shout-outs at stand-ups and town halls, anniversary bonuses, opportunities to share success stories and its CMVP program. As an alternative to an employee of the month, each CMVP is nominated by peers and selected by the executive team at Critical Mass. Other programs include the Rich Wilkins Award (recognizing values of team spirit, dedication and humor), Full Hearts (recognizing future leadership potential), the CMMYs awards show and monthly Spot Bonuses.

Critical Mass

Insights

At Critical Mass, employee recognition is one of the most important ways the agency preserves, deepens and teaches new employees about its culture. The programs are steeped in tradition and reflect six agency values: honest, inspired, driven, purposeful, real and equal. Further supporting these values, rewards range from the annual CMVP Las Vegas trip, a \$3,000 charitable donation for the Rich Wilkins Award and a trip to a premium leadership conference for the Full Hearts award. Each year, all 12 CMVPs are celebrated during a trip to Las Vegas, during which they give speeches and make pitches to be CMVP of the Year in a secret meeting. In another example of tradition and leadership, they are joined by past CMVPs of the Year.



Best Virtual Work Environment

Just Drive Media

justdrivemedia

Background

A fully remote agency since 2007, Just Drive Media's virtual structure allows the company to keep overhead costs low and reinvest in its team. In addition to competitive salaries, benefits include fully-paid healthcare, three weeks of paid vacation and a company shutdown at the end of the year. Daily team huddles address challenges quickly, and teams stay in touch by phone, Slack and Zoom. Creative team-building activities include virtual '70s-themed bingo, TikTok dance instructions, trivia, yoga, book club, cooking classes and an annual crowd-sourced Halloween story. Just Drive has also expanded its learning and development program to include self-guided learning and team training, keeping employees engaged, motivated and interconnected.

Insights

Just Drive's virtual setup enables the boutique agency to hire top talent across time zones. The firm has also drawn on its remote work expertise to counsel clients navigating hybrid work for the first time, including support on internal and external campaigns. In addition to serving clients around the country, Just Drive has partnered with local food banks to make a positive impact both nationwide and in its team's communities.



Best Workplace for Young Careers

mSix&Partners



Background

The culture at mSix stems from shared agency values of openness, inclusivity and pioneering mindsets. All team members receive customized learning and development plans incorporating skills training specific to their role and core modules on behavior, inclusion and allyship. The media agency has multiple programs to grow and retain its young talent, including the The&Academy apprenticeship program for diverse talent and the Ambitious About Autism internship.

Insights

The agency aims to be the most important place in its employees' careers and create a sense of belonging and safety. Young talent represents 29% of mSix's workforce. In 2018, mSix became the first U.K. media agency to launch a program supporting neurodiverse talent and has continued welcoming interns via the three-month Ambitious About Autism program to learn actionable career skills. Several participants have secured roles within mSix following their internship.



Employer of the Year | January Digital

JANUARY DIGITAL

Profile

Media agency January Digital is guided by its mission to “build a great company that improves the lives of [its] people, [its] clients and the world around [it].” Several programs and benefits help January Digital’s employees establish a work-life balance, including its internal wellness initiative, Well Works; a hybrid structure that only requires five in-office days a month; monthly ‘Wellness Fridays’ and free mental healthcare services. To ensure equity, the agency completes intensive internal audits and full pay gap analysis to adjust its hiring and recruiting processes, career advancement initiatives and employee performance evaluation process. Additionally, January Digital’s Good Works program has a holistic approach to nonprofit partnerships, combining donations, volunteering and long-term support for meaningful community impact.

Impact

To better serve its growing client base, January Digital developed a robust referral program and hired an external recruiter to mitigate bias. The agency believes team members with diverse backgrounds and experiences enrich the quality of client work. The January Digital Accelerated Program further supports post-grad career pathways, fosters new talent and equips the next generation with the necessary skill sets to succeed in the industry. January Digital’s focus on flexibility, inclusivity and employee well-being has cultivated a workforce that is primarily women, including an executive team that is 60% female.



Employer of the Year

Momentum Worldwide

momentum

Profile

At media agency Momentum Worldwide, DE&I is woven into the company culture. Momentum Worldwide expanded its ad-fellows program, increasing career opportunities for underrepresented communities. On the company's Day for Meaning, all global offices close to discuss DE&I. Momentum Worldwide has also adopted the Advertising Association's policy to help eliminate ageism. The 'Time Well Taken' initiative offers flexible time off to support mental health and well-being, along with the 'Way to Wellness' program and no-meetings Fridays.

Impact

As part of the company's 'Be One' core value, more than 90% of people managers at Momentum Worldwide participated in DE&I education programming in 2021. BIPOC candidate representation has increased by 150%, while the agency's database of diverse suppliers has grown by 10%. The agency has outlined its long-term DE&I commitment in a 'Be One Action Plan.' Momentum Worldwide also launched a climate action plan, with environmental considerations guiding decision-making across supply chains, processes, people and materials.



HR Leader of the Year

Sheri Thorburn, Chief Talent Officer - TBWA\Chiat\Day Los Angeles



Profile

Sheri Thorburn of TBWA\Chiat\Day Los Angeles has made the ad agency's core value of "Be More Human" the foundation of all of its people programs since the start of her tenure. Among the programs she has helped establish is 'Intermission,' a monthly series that creatively disrupts employees' lives with stimulus through fun and unique experiences, and 'Uncommon Humanity,' which supports and celebrates employees during a time of cultural and generational change in the workplace. She also endorsed workplace transparency with the development of the 'Roundtable Series,' giving employees at all levels time to hold small group discussions with HR and leadership.

Impact

Other benefits introduced under Sheri's leadership include pet adoption coverage, work flexibility options and, most recently, expanded parental leave, family-forming benefits and gender-affirming benefits. She has created vital roles, such as a Culture Curator who supports employee affinity groups and programming designed to educate via diverse voices. Training programs like Executive Coaching, Rising Leaders Coaching and Core Capabilities coursework have changed how agency talent is developed. In 2021, more than 65% of hires and promotions identified as female, while POC grew to more than 50% of hires.



HR Team of the Year

Whalar People Team



Profile

Since May 2021, creator commerce company Whalar has built a People Team that encompasses people operations, DE&I, talent acquisition and IT. Along with a generous PTO policy (25 vacation days, plus sick days, bank holidays and an end-of-year closure), employee benefits include a low-cost, low deductible health plan, a \$1,000 personal development budget, volunteer days, parental leave and reproductive care coverage. The Lattice HR program supports performance management for employees and management, while the work environment is guided by Kaizen, the concept of continuous improvement, and learning from mistakes is celebrated.

Impact

Since the creation of the People Team, the Whalar workforce population has been 66% female, 56% BIPOC, 16% LGBTQ and 8% disabled. The team has also established pay bands ensuring equitable pay, a generous bonus plan and an internal DE&I strategy and training program. Leading with empathy and accessibility is another priority for Whalar's people team. There is an ASL translator at company-wide meetings and the company is currently undergoing an accessibility audit across all processes and systems.



Most Collaborative Culture

Rokt

ROKT

Background

E-commerce technology company Rokt ensures its employees never face challenges alone, reflecting its leading value: conquer new fears. Team members, dubbed Rokt'stars, are encouraged to have open conversations, removing ambiguity from team communication and allowing space for different perspectives. They are also empowered to experiment with various business areas, further nurturing cross-functional collaboration and innovation. The company also enables Rokt'stars to discuss more significant societal issues through its Employee Resource Groups, which serve as inclusive spaces for collaboration and judgment-free sharing of ideas.

Insights

Rokt's commitment to collaboration is embodied by its annual GKO retreat, which brings together more than 350 global Rokt'stars for a week of brainstorms, collaboration and innovation. The company also hosts a Rokt'athon, encouraging team members to look at solutions that impact its core business. At a recent Rokt'athon, teams developed a solution that drove a 70% increase in client engagement and is now implemented across more than 4 million transactions. The 'Thank God It's Friday' initiative supports collaboration and a positive, transparent culture by encouraging employees to celebrate mini-wins from the week and discuss what didn't work as part of a solutions-oriented dialogue.



Most Committed to Diversity, Equity and Inclusion

FCB Health New York



AN IPG HEALTH COMPANY

Background

Award-winning healthcare agency FCB Health New York, an IPG health company, places its people at the heart of its business, ensuring their growth is front and center with opportunities across learning and development, training and mentorship. As part of its commitment to diversity, equity and inclusion, FCB developed a platform to galvanize public demand for clinical equality and drive legislative change that will mandate racial equity in U.S. trials.

Insights

FCB has gained significant momentum through its platform and DEI programs via donated media and influential partners like Google and Reddit. It's also focused on advancing LGBTQ+ equality through its longstanding partnership with GMHC, the 'Blood Equality' initiative and its Inclusive Managers Toolkit, a mandatory 10-week program designed to provide managers of all levels with skills and resources to thrive.

The collage features several key campaign assets: a desktop monitor displaying the website with the headline "LET THE DATA TELL THE WHOLE TRUTH" and a portrait of a man with his hands clasped; a smartphone showing a social media post with the headline "LET MY CANCER TAKE THE STAND" and a portrait of a woman; and a large portrait of a man at the top right with the headline "Cancer doesn't discriminate. So why do clinical trials?"

THE CHALLENGE

Clinical trials in African American communities is a longstanding problem. In the U.S. population yet only 3% of patients in clinical trials. 19% of the U.S. population yet only 6% of clinical trials are often the only way to advance cancer.

Empower the medical community, pharmaceutical companies, and policy makers to address racial disparities in clinical trials.

THE ACTION

"The Trial for #ClinicalEquality" campaign message was simple—if it's time for clinical justice because cancer doesn't discriminate, and neither should clinical trials. Campaign assets include print ads, social media, a YouTube series, a live panel discussion, a podcast, a published commentary in a medical journal, banner ads, and a website (ClinicalEquality.com). All assets drive to one action: sign the petition to make #ClinicalEquality a reality within minority communities. The intent behind signing the petition is to garner support from members of Congress and state legislators to approve the DIVERSE Trials Act.

The time is now to eliminate racial disparities in clinical trials and make #ClinicalEquality a reality within minority communities.

Significant Media Donations

Overwhelming support was received from top oncology and medical publications. Print and digital media donations totaled nearly 1 million dollars.

22 Million Global Impressions

The campaign has generated awareness and action, with an impressive 22 million impressions across 56 countries across print, digital, social, and earned media. The campaign was also featured in prominent advertising and marketing publications and on social media.

Most Committed to Social Good

monday.com

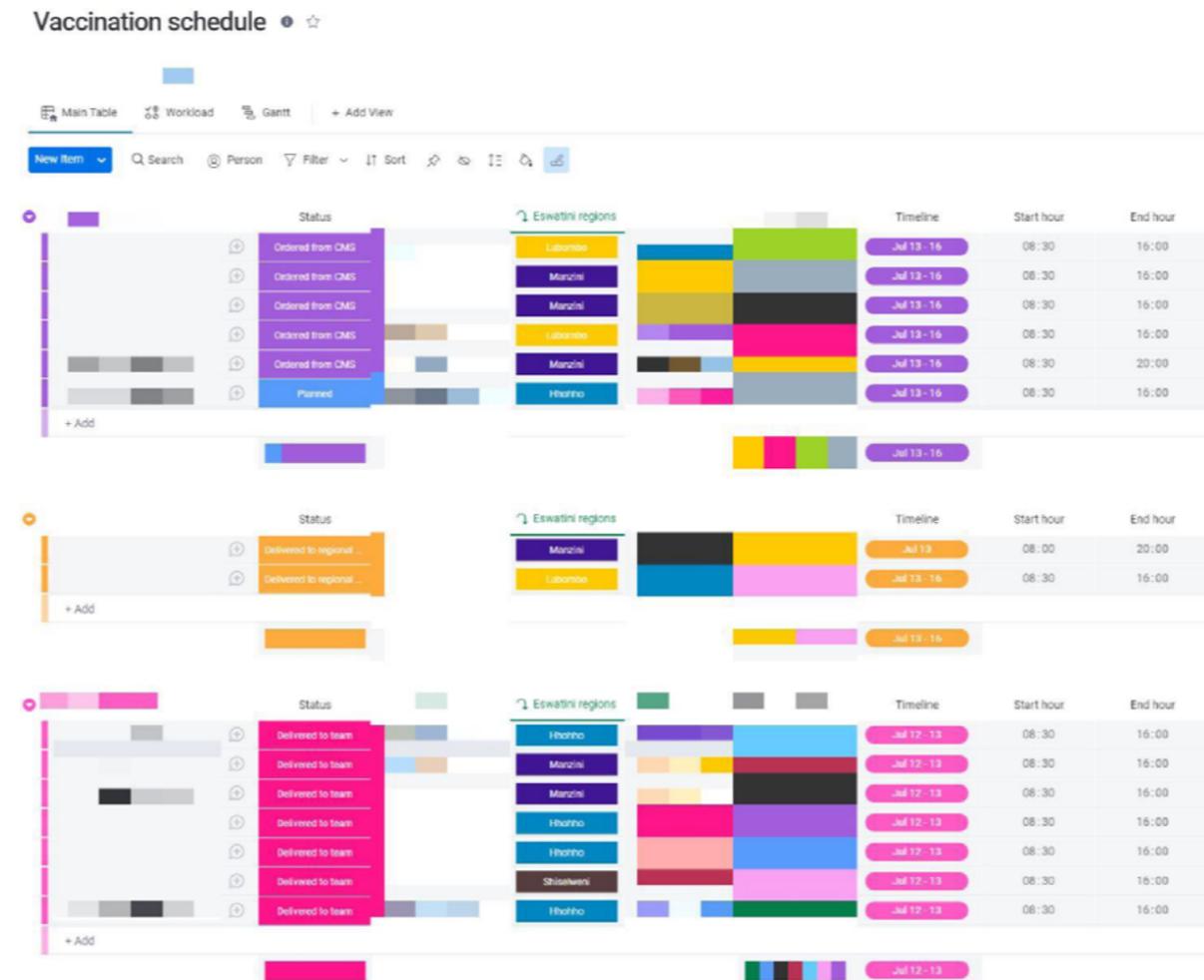


Background

monday.com is a cloud-based platform that allows teams to create their own project management software, granting people the trust and ability to move forward without jumping through unnecessary hoops. Its culture reflects this commitment to openness and transparency: The 'monday.com way' includes five key elements that guide the organization: transparency and trust, customer-centricity, product-first, ownership and impact, and speed and execution.

Insights

monday.com's ownership and impact initiatives create an environment where employees can play a significant part in efforts bigger than themselves. Having this as a priority allows its team to bring their best selves to work and be productive. monday.com programs such as Digital Lift provides professional volunteer support, ongoing Work OS access and a robust digital transformation platform so nonprofits can make an even greater impact in the communities they serve.



Most Committed to Work/Life Balance

BambooHR

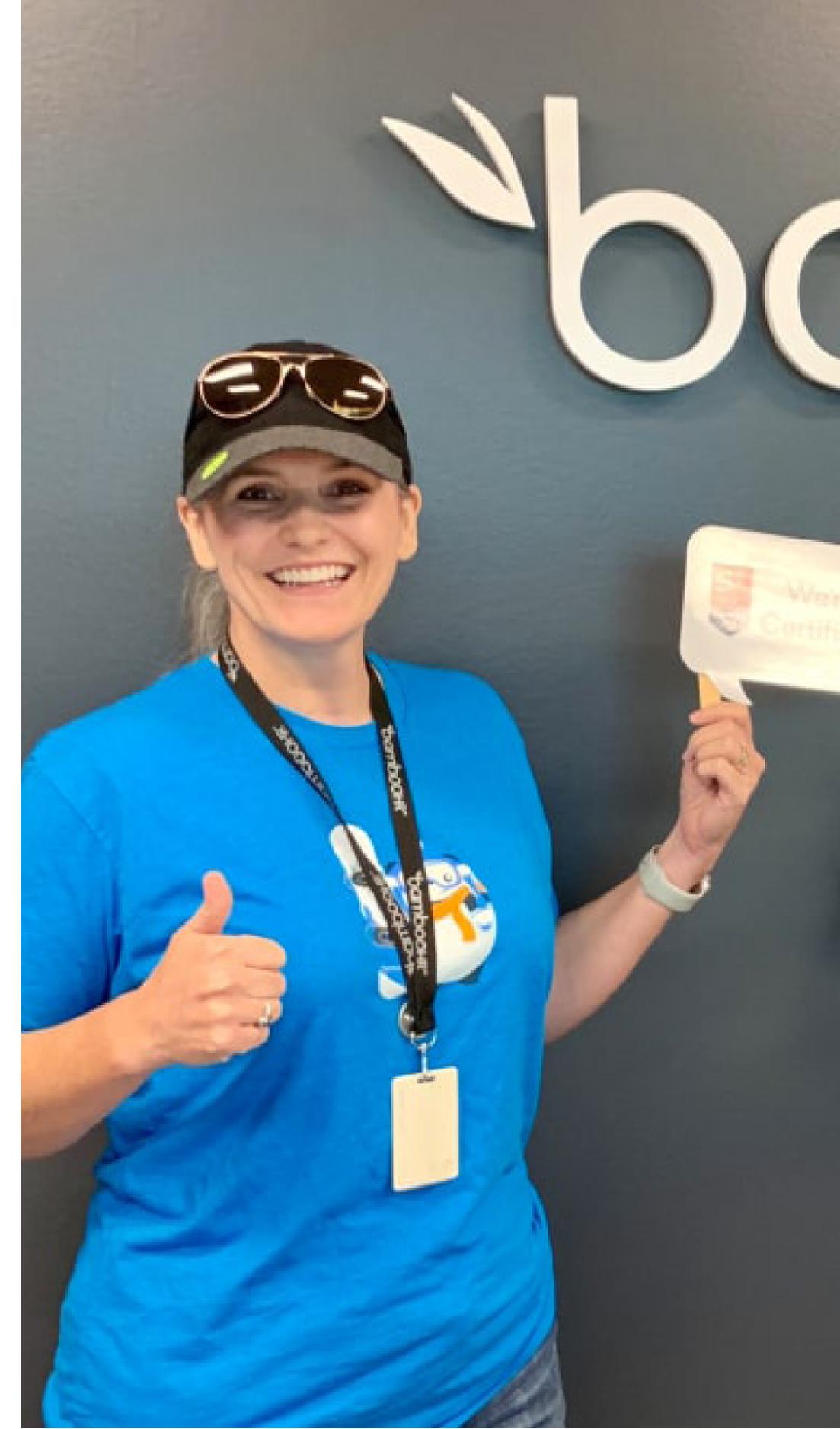


Background

BambooHR's mission to build a great workplace has created a positive and sustainable company culture. While many businesses use superficial benefits like ping pong tables to win employees over, this company has quietly built a strong culture by keeping things simple, focusing on work/life balance and offering benefits that employees want.

Insights

One of BambooHR's core values is helping employees establish a healthy work-life balance, which guides its leaders' decisions. Maintaining this balance is of utmost importance to the company. Several unique benefits have been implemented to ensure this remains a priority, including giving employees birthdays off, introducing a financial literacy course to help them improve budgeting, offering paid vacations and in-person gatherings to foster learning and growth.



Most Committed to Work/Life Balance

HOOK

Background

Creative production agency Hook is focused on supporting its employees while meeting clients' needs. The company is intent on being the place where people can do their best work – where they're comfortable taking risks, supported by an inclusive team, and are free to disconnect as needed. This means encouraging each team member to bring their best, whole selves to work and making time to give back.

Hook

Insights

To further express its commitment to healthy work/life balance, Hook took its employees on a retreat last December, giving all of them 20 bonus paid days off to do (or not do) whatever they wanted. The company has also implemented new programs such as a work-from-home allowance, flexible hours, growth and wellbeing stipends and employee assistance programs – all to improve employees' experiences at work and home.



**Most Dedicated to
Employee Growth**

MOVERS + SHAKERS

Background

Creative agency Movers+Shakers is committed to employee growth. From its interview process, which identifies people who exude positivity and gratitude, to its dedicated Slack channels that foster positivity by celebrating employees that go the extra mile, the company wants to create a culture of empowerment. Personal and professional development is not just an employee perk; it's central to Movers+Shakers' business strategy.

Movers+Shakers

Insights

Movers+Shakers offers employees many tools for training and advancement, such as a proprietary TikTok training program for new hires that includes video modules from the co-founders and in-house experts. The agency also frequently sends staff to conferences and training events. The company also dedicates itself to promoting employees internally and publicly.



Most Passionate Employees

ezCater



Background

Boston-based catering company ezCater earns employee trust through its “culture recipe” of values centered around transparency, continuous improvement, and going “beyond helpful.” It has an empowered, engaged workforce because this produces much more success.

Insights

ezCater wants all its employees to feel they matter, which is critical to cultivating passion. To create this culture, the company offers workers complete flexibility when working from home or at its Denver or Boston office and the autonomy to pursue new directions and passions in their specific fields.



Most Valued Employees

MOVERS + SHAKERS

Background

Mover+Shakers, a niche creative studio, prioritizes employee joy and well-being. It cultivates a culture of joy by showering employees with compliments on Zoom and Slack channels and acknowledging the inevitability of failure through group sessions where everyone can find support by sharing their mistakes. Celebrating employees starts when they sign their offer.

Movers+Shakers

Insights

This 100%-remote agency is always looking for opportunities to connect employees in real life, the most prominent example being the annual MXSW (Move by Shake West) Summit. It flew all employees to LA this year for a week-long beach-front event. Most of the time was spent in fun social activities rather than lectures to cultivate a culture of joy.



Top Recruiter

**Jeremy Bamford
- Wistia**



Profile

Video marketing platform Wistia's top tech recruiter, Jeremy Bamford, has built deep strategic partnerships – from hiring managers, directors and VP-level stakeholders to individual engineers – to gain a strong understanding of how the team works together. This insight into team dynamics helps Wistia hire candidates with the right technical skills, attitudes and perspectives to complement the organization.

Impact

In the first five months of 2022, Jeremy hired 19 software engineers, representing 60-70% growth in the engineering practice. This is astounding growth for a period of less than half a year and helped increase the diversity of the team. His team also leverages social platforms to build strong recruiting networks, especially LinkedIn – he has a pipeline of almost 3000 recruitees and follows up as much as four times with candidates.

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