

Salesloft.

2023

Diversity, Equity, and Inclusion Report

Table of Contents

Salesloft's DEI Mission	5
Salesloft DEI Journey	9
Salesloft's DEI Future	16
Salesloft Action Plan	17

Letter from the CEO

As a newcomer to the Salesloft community, I am impressed with the progress we're making on diversity — and not just diversity of background, but also of thought and experience.

Over my first four months, I've enjoyed connecting deeply with our employees, partners, and customers. These conversations have given me a chance to see first-hand how our emphasis on organizational health has created a culture where everyone's voices are considered and valued.

Our mission is clear: to fundamentally transform the profession of sales. That is no simple feat. The sellers we serve represent the full breadth and complexity of the world we live in. Forging a diverse team with unique perspectives is imperative to achieving our mission.

David Obrand

David Obrand
CEO

Salesloft.

Why DEI matters to Salesloft

DEI is a building block of our Culture

DEI – short for diversity, equity, and inclusion – is about so much more than simple representation. Recruiting a diverse team is the first step in building a culture where people are free to be themselves, can share their perspectives, and display the confidence that comes from truly belonging. We believe that creating this environment will allow us to best serve our customers, employees, and stakeholders.

Diversity

Promoting differences that may include race, gender, religion, sexual orientation, ethnicity, nationality, socioeconomic status, language, (dis)ability, age, religious commitment, or political perspective.

Equity

Promoting justice, impartiality, and fairness within the procedures, processes, and distribution of resources by institutions or systems.

Inclusion

Promoting an environment that is truly welcoming of all people, respecting and valuing all of who they are – regardless of differences.

Salesloft's DEI Mission

To create strategic advantages for all Lofters and our communities by infusing diversity and inclusion into every facet of our business.

Why we share our DEI data

Transparency drives accountability

It's easy for an organization to claim that they are dedicated to diversity. But we want to do more than just talk. By publicly sharing our ongoing journey toward a more inclusive community, we can show our commitment, improve accountability, and help push the larger DEI conversation forward.

This year's report provides a new opportunity to reflect on what we committed to last year, celebrate our progress, and reassess and recommit to our biggest opportunities.



Our DEI Journey

Where We Are Today

Attracting diverse talent is the first step to including a wider spectrum of backgrounds and perspectives into the Salesloft community. We've continued to invest in partnerships that help us build a more representative pool of applicants. Here are a few examples:

Partnerships

Attracting diverse talent is the first step to including a wider spectrum of backgrounds and perspectives into the Salesloft community. We've continued to invest in partnerships that help us build a more representative pool of applicants. Here are a few examples:

Sistas In Sales

- Sponsored the annual summit
- Sent employees to a two-day event as an opportunity to network and learn from over 600+ attendees

Refactor.Tech

- Sent members of the talent acquisition and engineering teams to the REFACTR.TECH Conference in September 2022 as a networking opportunity

Braven

- Sent members of the Salesloft team to act as a Visiting Employer Partner for Braven's first Capstone Challenge at Spelman College in 2022



Employee Resource Groups (ERGs)

Employee resource groups (ERGs) help employees feel safe and seen so they can do their best work and make their voices heard. We've increased our investments in and emphasis on Salesloft's five ERGs, leading to higher engagement and more participation in programming.

This past year, our ERGs led events to raise money for local charities, hosted a Bingo night and external speaker events, created safe spaces to discuss sensitive topics, and represented Salesloft at industry conferences. They have continued to make progress on their journey to foster connections, build connections in the community, and educate and develop all Lofters.

DEI Survey

We wanted to hear directly from Lofters about their experience and identify opportunities to improve and serve the needs of our employees. This year, we launched an internal DEI survey to assess how Lofters feel we're doing and to collect additional self-reported data beyond gender and ethnicity metrics.

Mentorship Program

More diverse voices in leadership positions make any organization stronger and more resilient. To help build connections and remove barriers, we launched an executive mentorship program to connect our most senior leaders with top talent.

How We Got Here

Disparities and inequity are woven into the fabric of our wider society. This has caused immeasurable harm to all of us – particularly to women, people of color, LGBTQ+, and other marginalized people. At Salesloft, we are dedicated to addressing this by designing programs and policies that help us understand and confront systemic issues that may exist.

Like so many large organizations, we have struggled to increase diversity at all levels of the company. So we challenged ourselves to look inward and establish a dialogue to address these societal issues.

As a company, our goal is to live and breathe our values. These values reinforce a culture and workplace where everyone can be their authentic selves, where diversity is celebrated, and where inclusion is expected.

Here's A Look At Our Journey

February 2019

Launched the first employee Employee Resource Group (ERG) to allow all voices to be heard, empower allyship, and support Salesloft through education and engagement to foster a respectful workplace.

April 2019

Rewrote all job descriptions using the impact format to be more inclusive to all candidates.

June 2018

Expanded healthcare coverage to include domestic partnerships and medication and surgery for trans Lofters.

March 2019

Salesloft's first DEI Training: "Power and Positivity of Inclusion." This training deepened the understanding of biases and how micro-agressions can compromise work performance.

June 2020

Established Juneteenth as a company holiday.

July 2020

Created two additional Employee Resource Groups (ERGs)

April 2021

Enhanced the existing diversity and inclusion training to include a special course to help employees uncover and course-correct unconscious biases and microaggressions, and to empower us to become better allies

May 2021

Established two more Employee Resource Groups (ERGs), for a total of five ERGs

February 2022

Initiated a supplier diversity program to extend the values of diversity, equity, and inclusion beyond our employees

June 2022

Launched the Salesloft DEI report on the web

December 2022

Deployed our inaugural DEI survey

May 2023

Hit a 50/50 balance on the executive leadership team, with 50% identifying as female



The Data

Definitions

Roles

Tech roles: Individuals working on the Product, Engineering, or Technology teams

Non-tech roles: Individuals working on the Sales, Marketing, or General and Administrative teams

Leadership: Individuals who manage other people as a key part of their jobs

Individual contributor: Individuals who do not manage other people as a key part of their jobs

ELT: Executive leadership team

Key Terms

BIPOC¹: Black, Indigenous, and People of Color

Primary caregiver: Someone who cares for children, elders, or both

Differing ability or disability: Any condition of the body or mind that makes it more difficult to do certain activities and interact with the world around them; examples include neurodiversity and visual, hearing, and/or mobility/movement impairment

¹We use this umbrella term to protect the personally identifiable information of individual Lofters.

Data Overview

Population details, as of April 1st, 2023

Full Headcount: TBD

US Headcount: TBD

Office locations:

- Atlanta, Georgia, USA
- London, UK
- Guadalajara, Jalisco, Mexico

EEO-1 data population (US only): TBD

Participation in the DEI Survey: 42%



EEO-1 vs Self Reported Data

Ethnicity reflects the EEO-1 categories required by the US government reports, but these do not capture all categories that others may identify with. This is why we created our own DEI survey.

Self Reported Data Categories

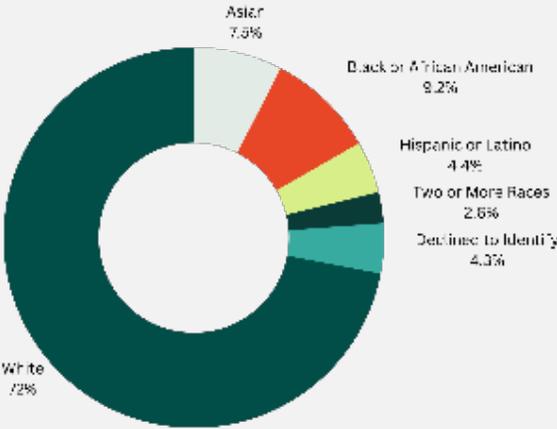
We launched our first annual DEI survey in December 2022 to give employees the opportunity to share more about their identity and allow us to better understand our population as a whole. This survey allowed us to include our international employees as well, giving us a broader view than what was captured in the EEO-1 data. Some of the categories included in our DEI survey include primary caregiver, sexual orientation, disabilities, and pet parents.

Data & Charts

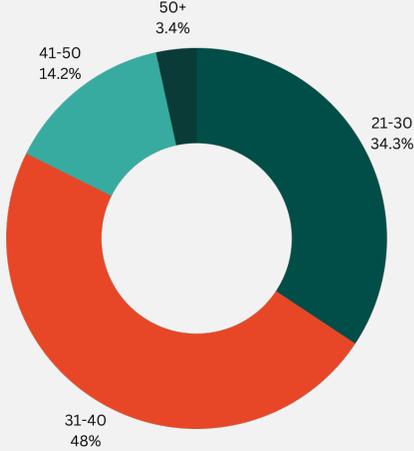
Gender



Ethnicity



Age



Self-Reported Categories

37%
Primary Caregiver

12%
Member of the
LGBTQ+ Community

1%
Non-binary/gender-
queer

11%
Differing ability or
disability

1%
Veteran

65%
Pet parent

What's Next?

Constantly Improving

We are proud of our community and how far we've come — but there's always more progress to be made, and we are continually renewing and improving our commitment to diversity, equity, and inclusion.



By comparing last year's data to this year's data, we've identified the following wins and areas of opportunity:

- Intentionality around diversity in leadership resulted in an increase in our female VP population. It also resulted in an increase in our female ELT population, which now makes up half of our Executive Leadership Team in 2023.
- However, this still leaves a lot of room for improvement when it comes to BIPOC representation in leadership. One of our top focus areas is implementing programming that supports our efforts toward a more ethnically diverse leadership team.
- A substantial number of Lofters have declined to self-identify. To help us understand why, we are adjusting our survey processes. These new processes ensure that we're encouraging those who feel comfortable to share their ethnicity, as well as creating more inclusive gender identities.
- Through our DEI survey, we learned that 49% of Lofters have attended an ERG while 84% said they would like to attend an event in the future, leading us to an opportunity to increase awareness of our ERG programming.

2024 Action Plan



ERG Programming

- Enhance resources for ERGs to be able to more efficiently implement programming
- Structure our ERG organizational design for efficiency and effectiveness
- Drive more awareness of ERG programming to help build awareness and allyship



Equitable Hiring Process

- Certify all recruiters in DEI hiring best practices and share those internally with all hiring managers
- Continue developing partnerships to increase diversity at the top of the funnel as a step toward greater diversity in our Manager+ population
- Carry these values throughout the entire interview process, from application to hire



Educate all Lofters

- Include DEI as a component of onboarding programming to establish importance and set expectations upfront
- Train leaders in inclusive leadership
- Improve diversity in leadership and internal mobility by placing an inclusive lens on high-performer programming

Together, we're making sure that Salesloft is a place where every employee finds fulfillment and feels empowered to bring their whole self to work. Inclusion creates the space for authenticity, which leads to more perspectives, ideas, and innovation.