

The Cision logo features the word "CISION" in a bold, sans-serif font. The letters "C", "I", "O", and "N" are teal, while "S" and "I" are orange. A registered trademark symbol (®) is located at the top right of the "N".

**CISION®**

The title "Diversity, Equity & Inclusion Report 2021" is displayed in a dark blue, sans-serif font, stacked in four lines on the left side of the image. The background of the entire slide is a photograph of three diverse office workers (two men and one woman) collaborating around a laptop in a modern office setting. The image is partially obscured by a white semi-transparent overlay on the left side where the text is located.

**Diversity  
Equity &  
Inclusion  
Report 2021**





**Paul Dumas**  
Chief HR Officer | Cision

## In Review with Paul Dumas

As an industry leader with over 65 years of experience and the largest distribution network reaching traditional and digital media outlets in more than 170 countries, we have a responsibility to ensure our diversity and cultural awareness is representative of the customers we serve. Our standards and values which we aim for every day are foundational to our Diversity, Equity & Inclusion (DEI) strategy now, and in the future.

For Cision, 2021 was a year of transformation and investment — for both our business and our associates. Part of our company transformation is an even greater commitment to our overall Environmental, Social, and Governance objectives. For the purpose of this update, we are transparently sharing where we are in Cision's DEI journey, and the actions we need to take to raise the bar in the way of access, representation, and belonging.

In this year's Global Diversity, Equity, and Inclusion Report, you will read about our actions across our three distinct DEI pillars: Access, Representation, and Belonging. You will also see how our people and our Employee Resource Groups are the engine behind our strategy. In the report, you will also see what we have planned for 2022. **I'm proud of the culture we live into and can confidently express my gratitude to our associates who are as committed to this work as I am. And though I am pleased with the work we have done, we know that there is more to be done and more progress to be made.**

As we take the next steps in our DEI journey, we will remain committed to our associates, customers, and communities —with continued transparency and decisions that will make a tangible impact. I look forward to increasing our visibility and dedication to diversity, equity, and inclusion for all.



## Jasmin Zamora

Director, Engagement & Inclusion | Cision

# Our DEI Purpose

When I joined Cision in April 2021, I partnered closely with our Employee Resource Group Leadership team, Culture Ambassadors, and internal DEI champions to identify our strengths and address gaps in our global DEI approach. While we have generated momentum in creating a culture of inclusion, there was a clear need to elevate our strategy, goals, and metrics in part to hold ourselves accountable to our actions—I'm proud of the progress made in setting clear and enterprise-wide expectations in 2021.

In an effort to hold each other accountable, new strategic diversity, equity, and inclusion pillars were developed, to include: Access, Representation, and Belonging. You'll learn more about our efforts within each pillar in this report. Additionally, we are committed to delivering diversity training and

education, both at the individual and management level. Education and training across our organization will be our key to shared understanding, respect, and vision towards an equitable workplace.

While this report highlights what we've done internally, we're also dedicated to making an impact in our communities by partnering with organizations who need us most. We have been assessing our own data and strengthening the areas where we feel more work needs to be done. **I am confident that with the empowerment of our leadership and the support of our global workforce, we will achieve success and serve as a positive role model in our industry for diversity, equity, and inclusion.**

# Our Approach

At Cision, we are committed to diversity, equity, and inclusion, and aim to be a culture where all employees can thrive. Our priority remains to hire, motivate, and develop outstanding and diverse people who work together toward common objectives. We are dedicated to promoting a culture of inclusion and belonging, where individuals can be their authentic selves, perform at their best, and bring their whole selves to work.

2021 served as a foundational year of building a new Diversity, Equity, and Inclusion (DEI) approach and reinforcing the significance of DEI as a core tenet in our Cision culture through three key pillars: Access, Representation, and Belonging.

## ACCESS



Enhance organizational understanding of DEI through access to information and education.

## REPRESENTATION



Increase opportunities for underrepresented groups and hire diverse talent.

## BELONGING



Strengthen belonging and our inclusive culture internally and externally (our communities).





# Culture Snapshot

Here's what we launched in 2021



**1,900+**

Employees engaged in DEI events & webinars



**40**

Culture Ambassadors representing 15 countries globally



**16**

Education events hosted by Employee Resource Groups



**981**

Employees actively participating in four Employee Resource Groups



**20%**

Increase in ERG membership



**7**

Diverse partnerships engaged



## 2021 Year in Review

**Launch of DEI Training:** In November 2021, we launched a new educational series called ‘Diversity & Inclusion 101’ to deliver bi-monthly sessions on topics that are critical to understanding inclusion at all levels. We are committed to supporting overall knowledge, awareness, and learning of topics that support a welcoming and inclusive culture. The first session held was on the topic of Identity and Allyship.

**Employee Programming Revamp:** Our Employee Resource Groups (ERGs) relaunched with four new strategic goals and focus areas: career development, cultural awareness, community, and internal connection. Similarly, Cision’s Culture Ambassador Program developed a new purpose and goals — and welcomed 15 new global employee Culture Ambassadors, who lead engagement activities within our workplace.

**Empower (our women’s ERG), Embody (our LGBTQIA+ ERG), Embrace (our multi-cultural ERG) and the Green Committee (our environmental ERG):** Focus on key areas that tie directly back to Cision’s broader DEI business needs by fostering career development, cultural awareness, community involvement, and meaningful connection with colleagues.





**Culture Assessment Survey:** Cision employees participated in a Culture Assessment Survey to understand how people feel about working at Cision, what they value about our culture, and where we can improve. The results showed that some of our top strengths, with the highest scores from our employees, are Inclusiveness, Community, and Openness.

**Global Diversity and Representation Survey:** In 2021, Cision launched its first-ever Global Diversity and Representation Survey in an effort to establish a baseline of our employee demographics and ensure our workforce representation mirrors the communities where we live and work.

**Supplier Diversity:** In 2021, Cision signed a new vendor relationship to track Supplier Diversity and establish a baseline understanding of our supplier distribution and makeup. This critical first step in the process will further develop in 2022.



*Our Employee Resource Groups represent Cision voices, whose primary goal is to elevate ourselves and one another — personally and professionally. And, to make Cision a great place to work.*

**– Crystal Turner**

Manager, Customer Content Services | Cision



# Our Culture of Inclusion

Employee Resource Groups (ERGs) are voluntary, employee-led groups that aim to support and positively impact Cision's diversity and inclusion strategy and goals through the promotion of an equitable and inclusive work environment.

These four commitments are fundamental to our ERGs and are critical to our success as a company that believes in value of diversity of thought and perspective and the development of future leaders.

## EMPOWER

Empower advocates women's leadership, diversity and equity through career development, networking, speaking events, and growth opportunities.

## EMBRACE

Embrace helps to nurture and develop leaders that reflect our multicultural make up and ensures we celebrate and promote our people regardless of race, background, ethnic origin, nationality, or religion.

## EMBODY

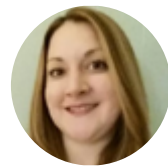
Embody strives to afford visibility and voice for LGBTQIA+ employees and allies within the Cision organization. Through conversation, outreach, and volunteerism, we foster a culture that emphasizes diversity, inclusivity, and matters close to the global LGBTQIA+ community.

## GREEN COMMITTEE

Green Committee serves as grass-roots community group to embed sustainability as a key company value, with the end-goal of real business action against climate change. By working closer with other community groups throughout Cision as well as externally, we will help to grow support for our mission and ultimately action against climate change.

# EMPOWER

## Women Focused Leadership & Empowerment



**Katie Kinicki**  
Chair



**Crystal Turner**  
Co-Chair



**Karen Stockert**  
Co-Chair

# EMBODY

## LGBTQIA+ & Allies



**Ashalee Mohamed**  
Executive Sponsor



**Andrew Hodson**  
Chair



**Nicolette Garcia**  
Co-Chair



**Alae Mohamed Chafik**  
Co-Chair

# EMBRACE

## Multi-Cultural Focused



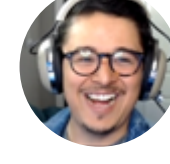
**Prasant Gondipalli**  
Executive Sponsor



**Darnell Wilson**  
Chair



**Faith Primacio**  
Co-Chair



**Oscan Duran**  
Co-Chair



**Kristen Hannan**  
Co-Chair

# GREEN COMMITTEE

## Environmental & Sustainability



**Katja Garrood**  
Executive Sponsor



**Alex Wood**  
Chair



**Orion Orbes**  
Co-Chair



**Christian Morris**  
Co-Chair



**Anita Nueñas**  
Co-Chair



**Amy Jones**  
Co-Chair





*Embody is more than an ERG ,  
it is an identity statement.*

**– Alae Mohamed Chafik**

Implementation Consultant

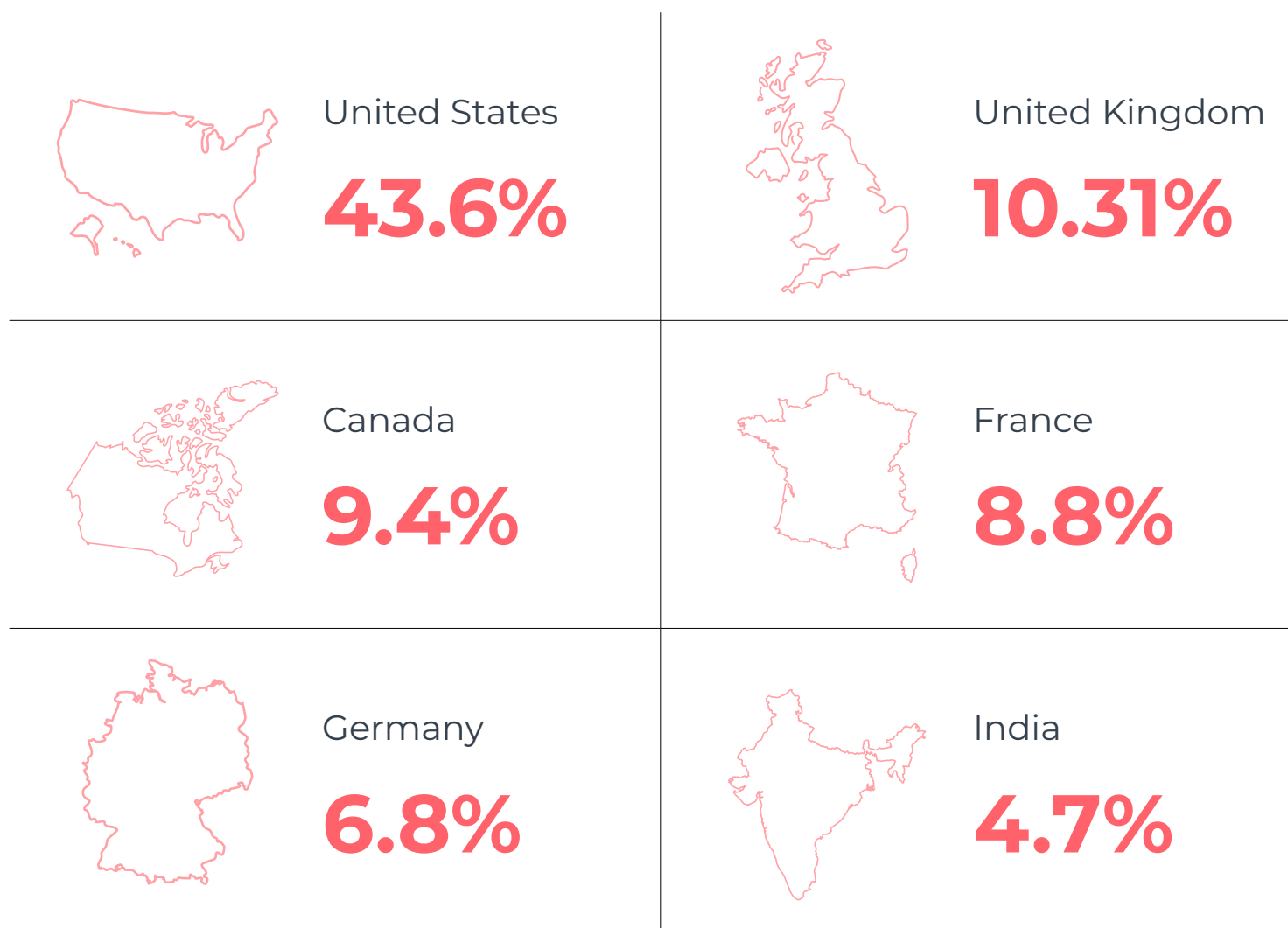
Implémentation, consultant | Cision

# Our Global Workforce Data

The objective of the Global Diversity and Representation Survey was to:

- Establish a baseline understanding of our workforce in order to measure real impact in future diversity, equity, and inclusion goals.
- Foster a sense of belonging that is important to our culture.
- Understand 'who we are' to ensure we create an environment that attracts all levels of diversity.
- Help us determine the type of representation we need in the future. Preserve Cision's inclusiveness and community.

## RESPONSE DISTRIBUTION:

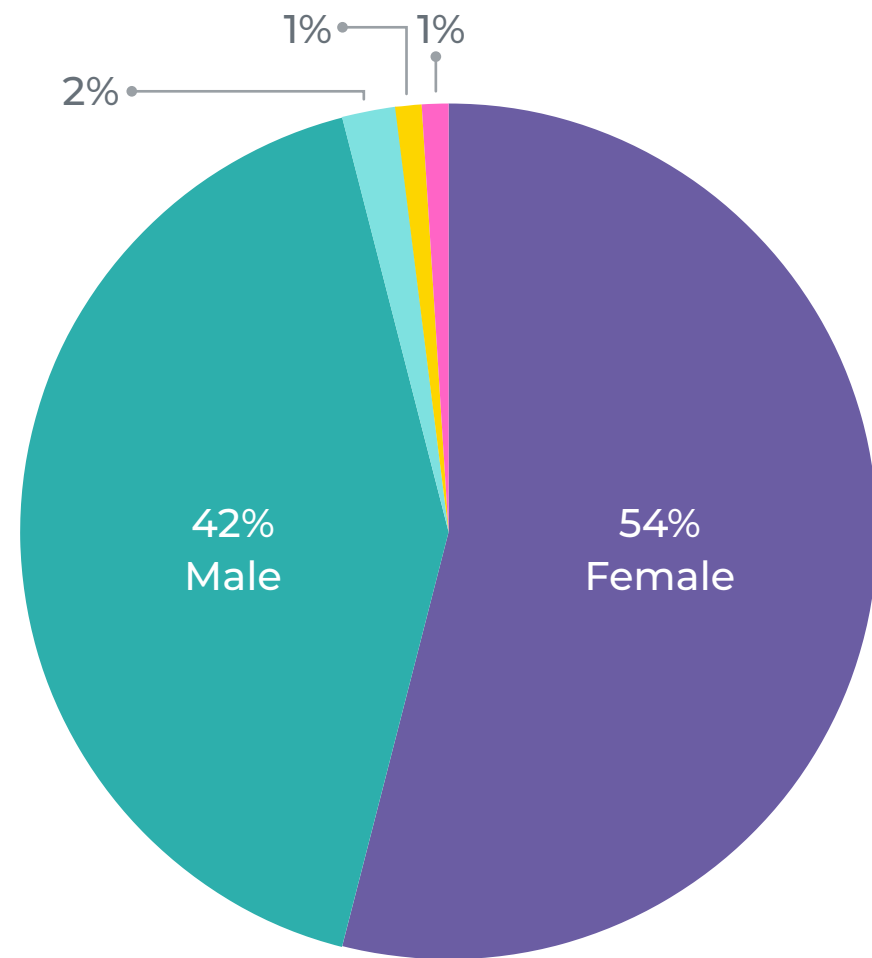




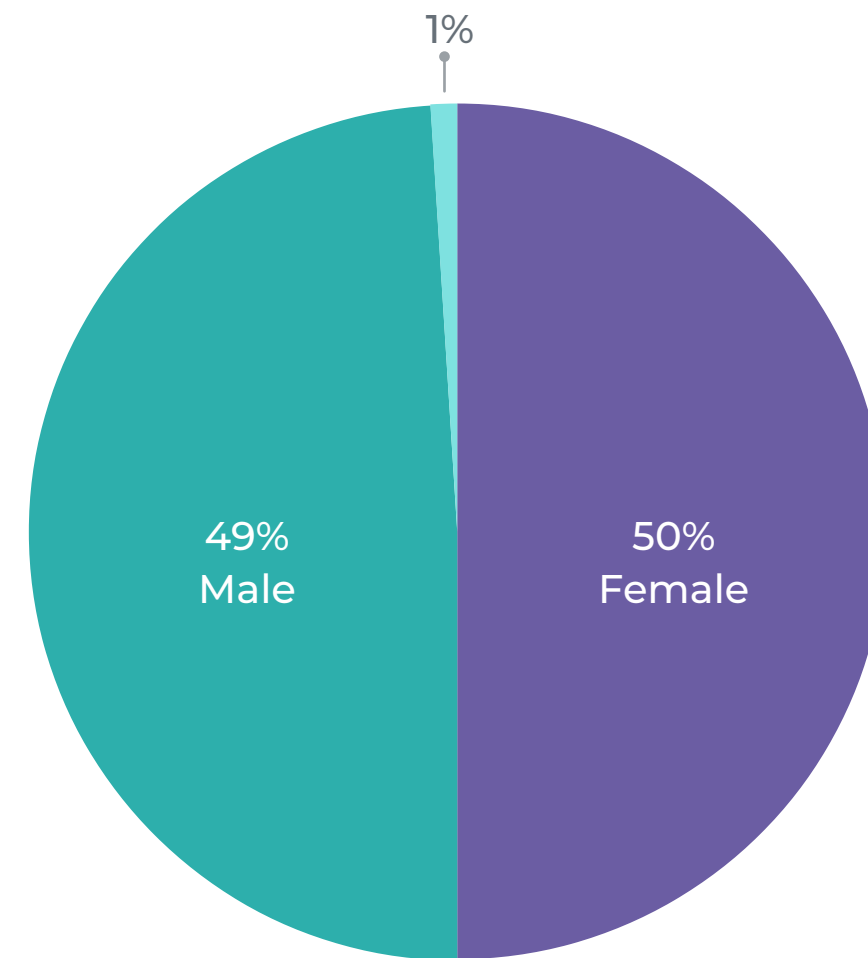
# Global Gender

- Prefer Not to Say
- Transgender
- Non-Binary
- Other - Intersex, Genderfluid, Agender
- My Gender/Orientation is Not Represented

Employees Below Director Level



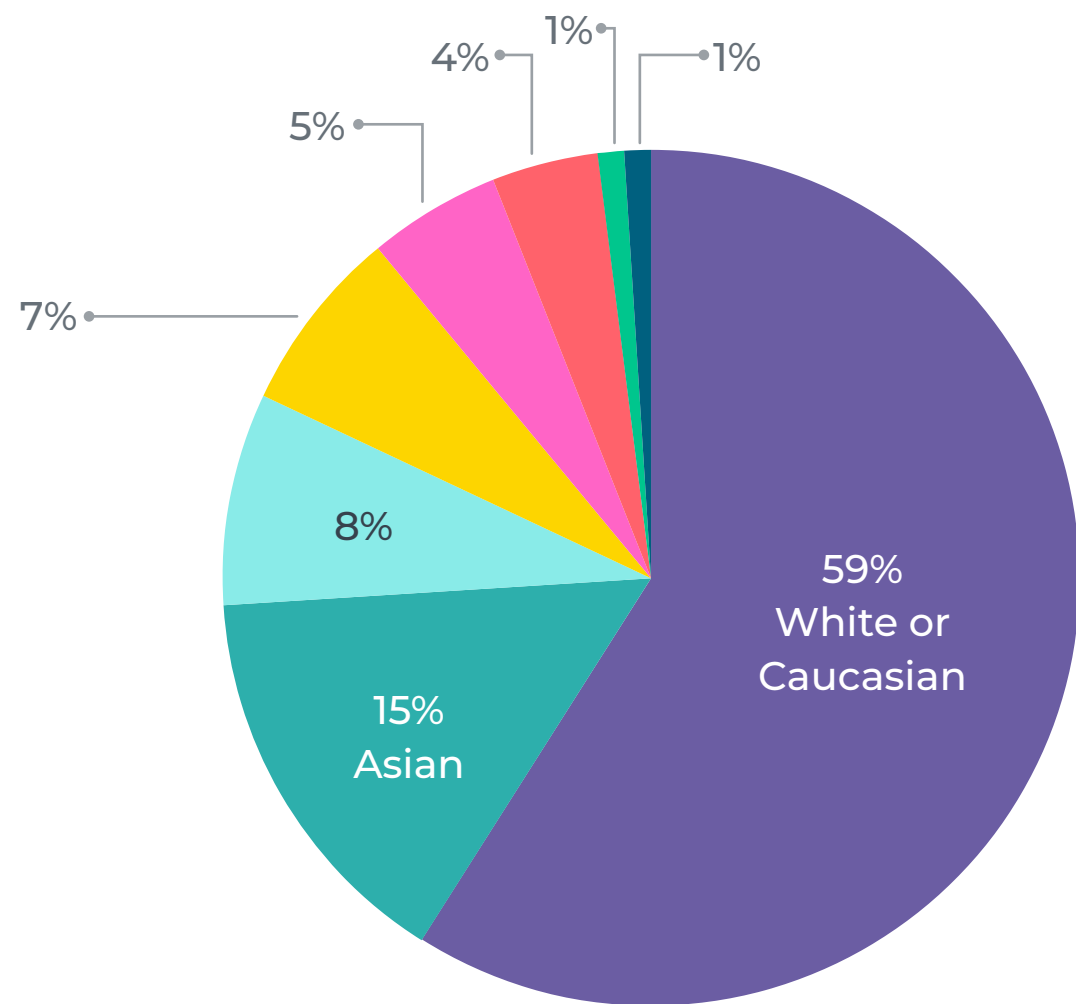
Directors, Senior Directors, VPs, SVPs



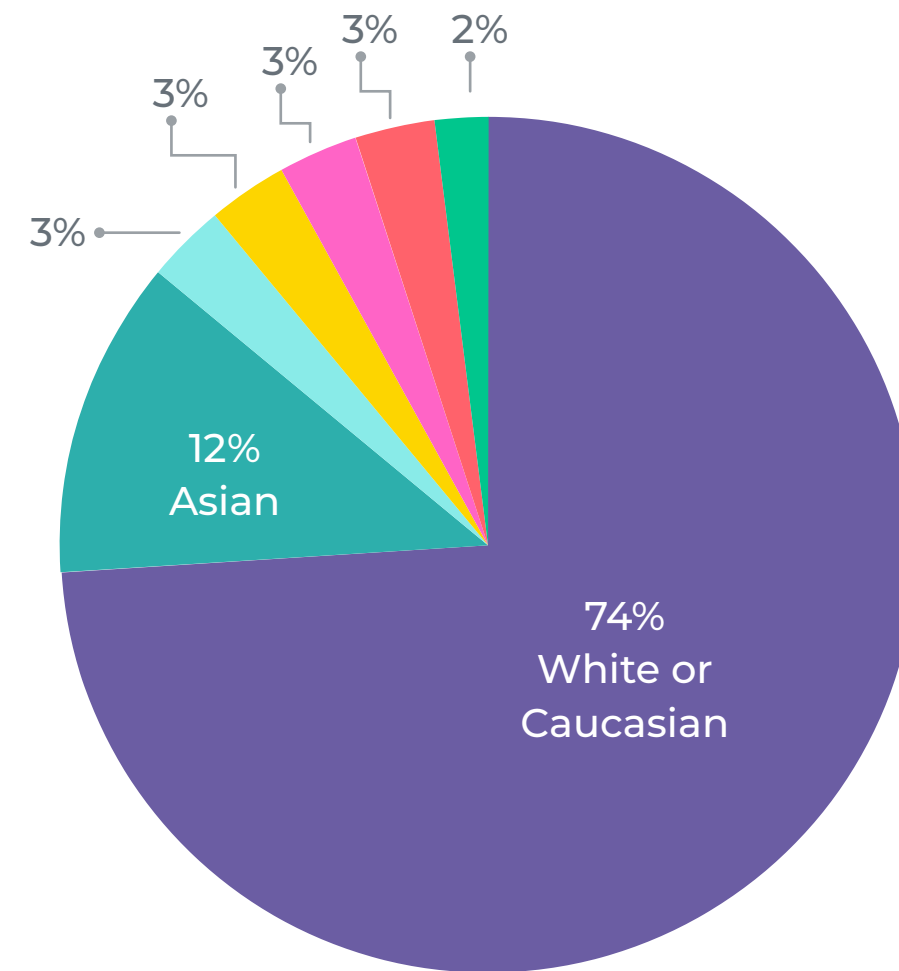
# Global Ethnicity

- Hispanic or Latinx
- Black or African Descent
- Prefer Not to say
- Mixed/Multiple Ethnic Backgrounds
- My Ethnicity is Not Represented
- Middle Eastern

Employees Below Director Level

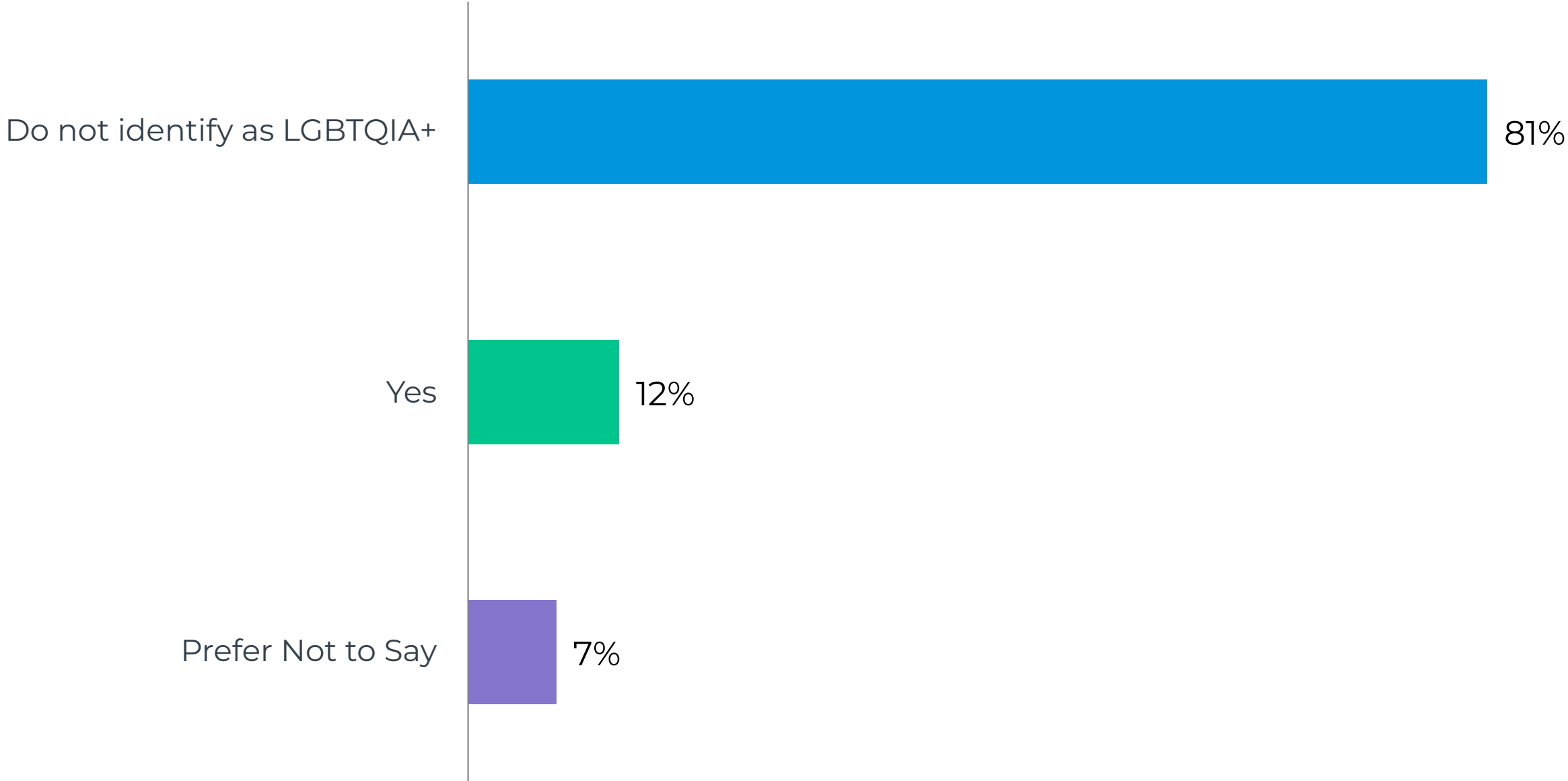


Directors, Senior Directors, VPs, SVPs





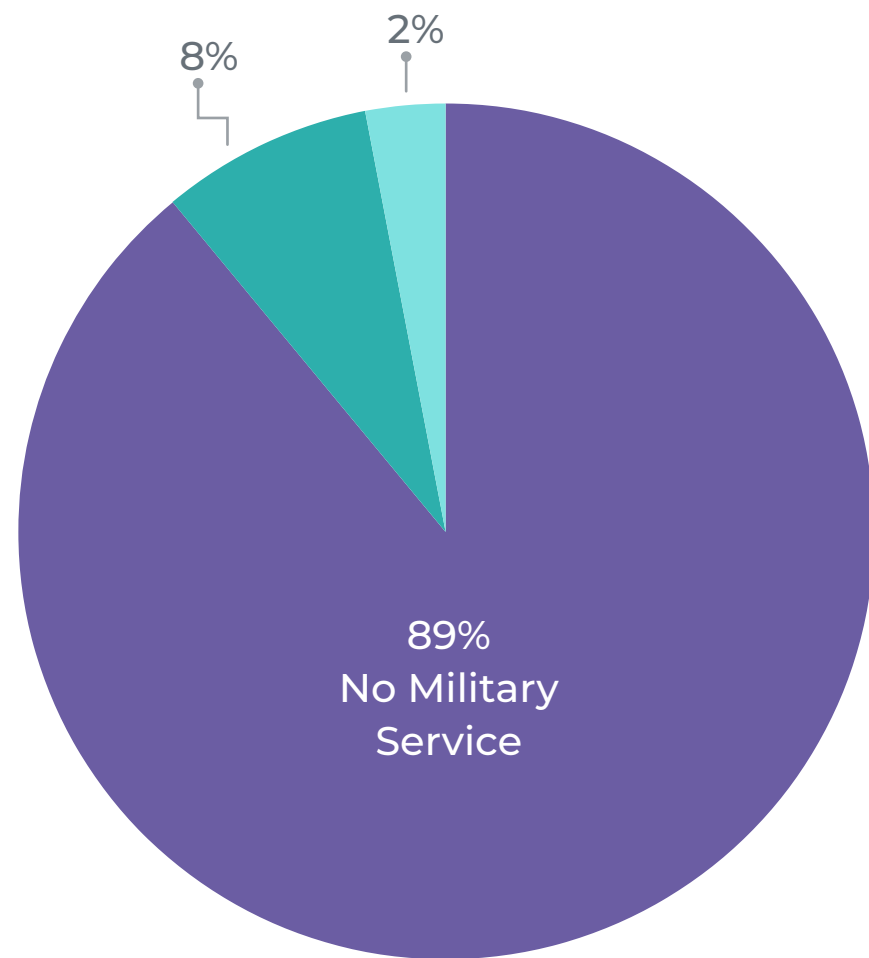
# Global LGBTQIA+



# Global Employee Veteran & Disability Status

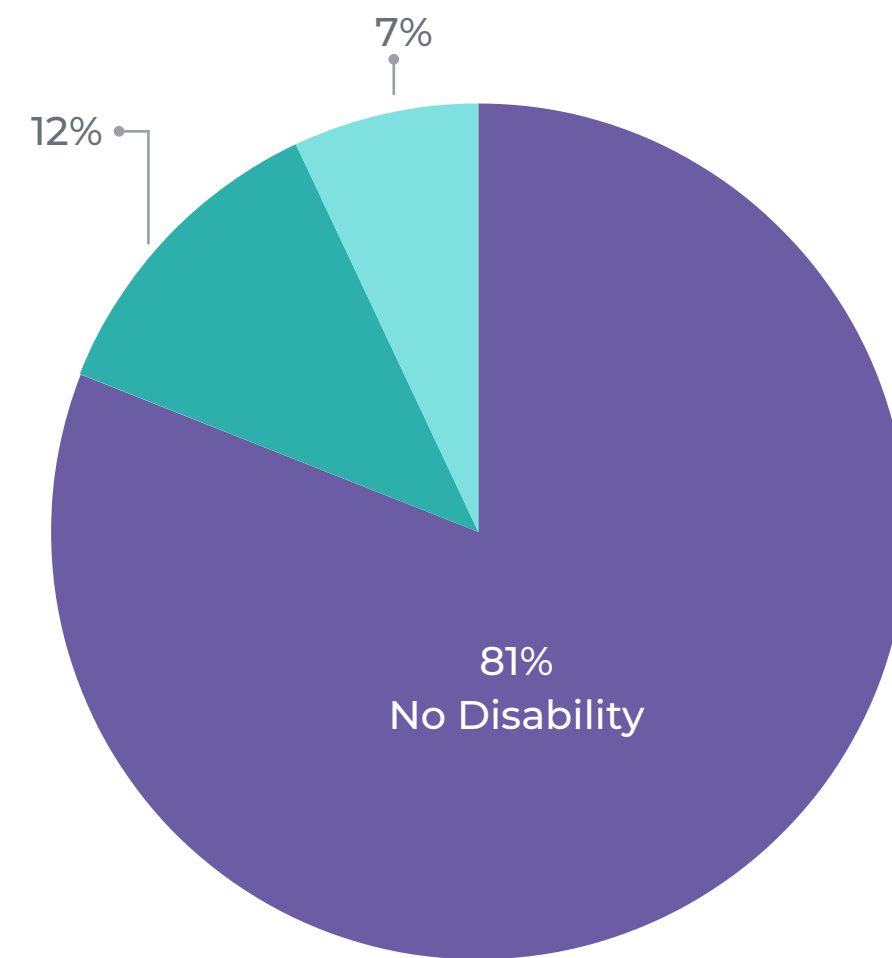
## Veteran / Military Status

- Prefer Not to Say
- Armed Forces Service
- Currently Serving in Armed Forces
- Recently Separated Veteran
- Disabled Veteran
- Other Protected Veteran



## Disability Status

- Yes
- Prefer Not to Say



# What's Ahead at Cision







*Inclusion at Cision means that all of our voices are heard and valued. Being part of a global team allows us to collaborate and draw the best solutions from various backgrounds and perspectives that ultimately provide the best solutions for our customers.*

*We pride ourselves on continuous learning and innovation to be best-in-class in all that we do—diversity and inclusion is no different.*

*As leaders, it's our responsibility to serve as an example and actively take part in driving an inclusive culture at Cision. I look forward to our continued progress and engagement along this journey.*

**– Matt Myszowski**

VP, Customer Experience EMEIA & Chair of Embrace UK | Cision



# Introduction to Brandwatch Diversity

Brandwatch, a Cision Company, is the world's premier social suite, empowering over 7,500 of the world's most admired companies to understand and engage with customers at the speed of social. Each year, we measure progress on the diversity & representation front based on three ongoing objectives outlined by the D&I working group and endorsed by the Brandwatch leadership team.

**We actively engage in improving the mental health of all our staff through initiatives and accountability from managers.** Our lived experiences directly impact the way we react and respond to events unfolding around us e.g. the Black Lives Matter protests impacted Black people on a different level to other identity groups, the WFH mandate impacted parents and caregivers on a different level to those without dependants at home. To nurture psychological safety and ensure each employee is equipped to succeed in their role, it's essential that we offer equitable access to mental health support.

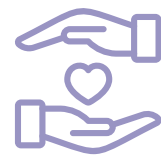
**We define and roll out Diversity and Inclusion Training for managers and employees. Our lived experiences directly impact our interpretation of reality, and impact our behaviour.** For example, research shows that members of dominant groups have implicit bias towards people from underrepresented groups, which impacts everything from hiring policies to performance reviews. Training gives us shared knowledge and language to challenge bias and make equitable decisions that optimise for inclusion.

**We enable Brandwatch to improve representation in offices and leadership. Increasing the representation of women and people of colour in our global team is a top priority for us.** We want our culture to be as inclusive and equitable as possible. An inclusive and equitable culture will be the default reality once our team is more proportioned to the diverse identities of society at every level of seniority.

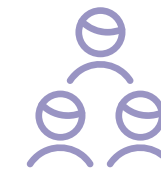


# Brandwatch at a Glance

Here's a snapshot of what the survey data tells us about representation in our global team.



**31.5%**  
Primary Carers



**26.36%**  
People of Colour



**11+**  
Countries



**11.49%**  
Full time remote workers



**10.69%**  
LGBTQIA+



**6%**  
Physical or Mental Disability





# Representation at Brandwatch

It's important to consider the diversity at the most senior levels of the business.

These are the individuals with the most power and authority to shape:

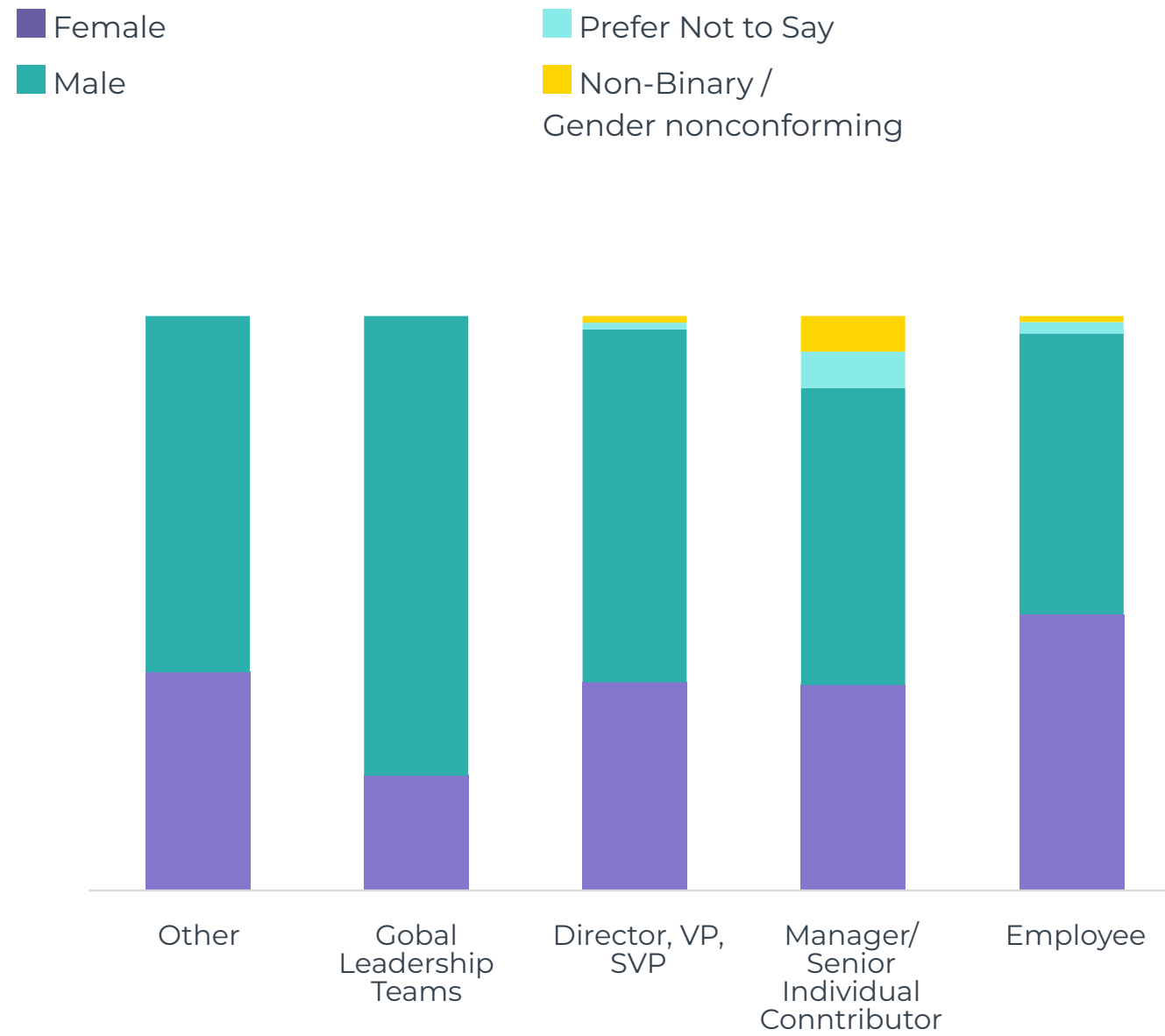
- Company policies
- Incentives that influence behaviour in the global leadership team
- Employee experience and company culture

**It's important that this influential group contains a diverse mix of lived experiences, and an awareness of its shared privileges and implicit biases.**

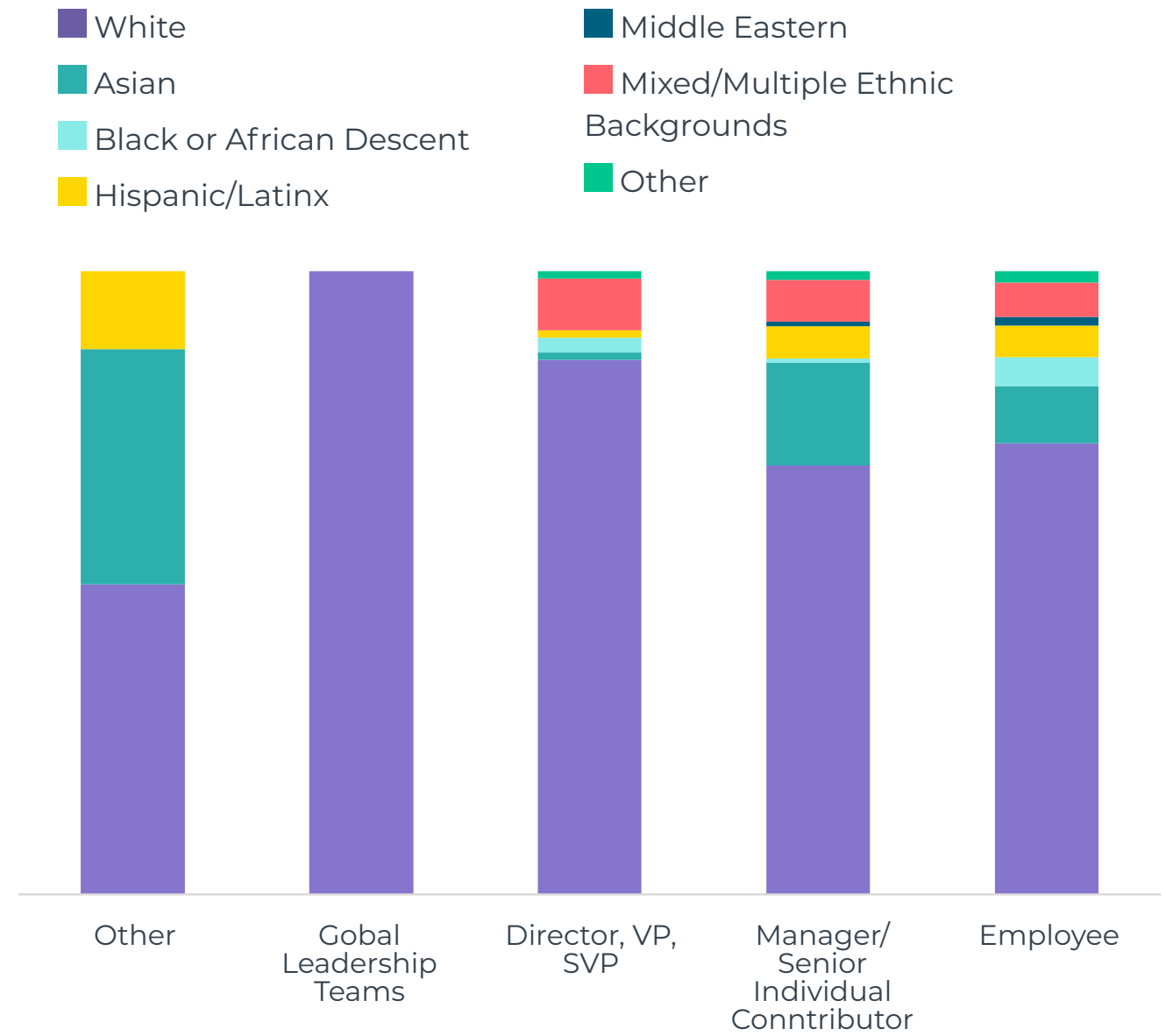
# Demographics



## Gender by Seniority Level



## Ethnicity by Seniority Level



# FAQs on Ethnicity & Gender Breakdown



## What steps are we taking to hire top talent from all backgrounds?

- We partner with diversity focused recruitment platforms.
- We offer resources, so we can diversity our interviewer pool.
- We offer training to reduce the impact of implicit bias in hiring.
- We actively review our recruitment process to optimize for diversity & inclusion.
- We partner with communities supporting underrepresented individuals to increase awareness of our employer brand in target audiences, across different levels of employment experience and across different types of roles.

## What steps are the senior leadership team taking to stay accountable to making progress?

- Leadership works closely with the community & belonging team, and people team, to leverage resources & training, and to ensure they are implementing best practices when it comes to management and hiring.

## Why are there discrepancies across office locations, departments, and seniority levels?

- Inclusion work takes time: it involves managing conflicting priorities and bridging connections between different lived experiences, cultures and realities on the ground. As a global team, we are constantly facing unique challenges to help us reach our goals. We expect there to be discrepancies across the global business, and we remain committed to measuring this data so we can tell what's working, or not.

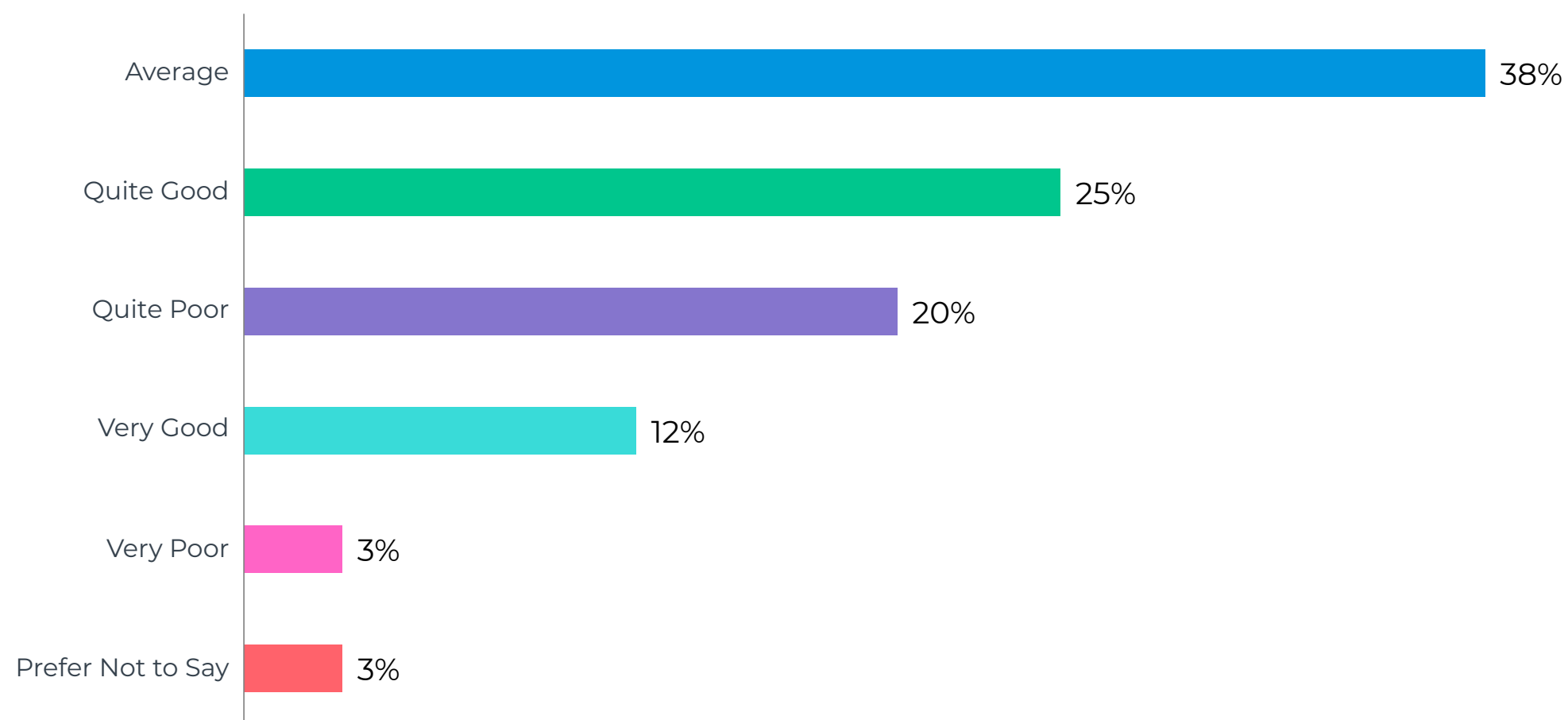


# Mental Health



When asking how people's mental health has been over the last year, 61% of our staff have said they have had average or worse mental health.

- In 2019, the World Health Organization declared burnout an occupational phenomena. Their data shows that before the pandemic, burnout claimed 2.8 million deaths a year.
- Research from McKinsey shows that introverts are at higher risk of burnout, and urges employers to adopt burnout prevention strategies.
- Our social business unit needs a burnout prevention toolkit endorsed by Global Leadership Team.

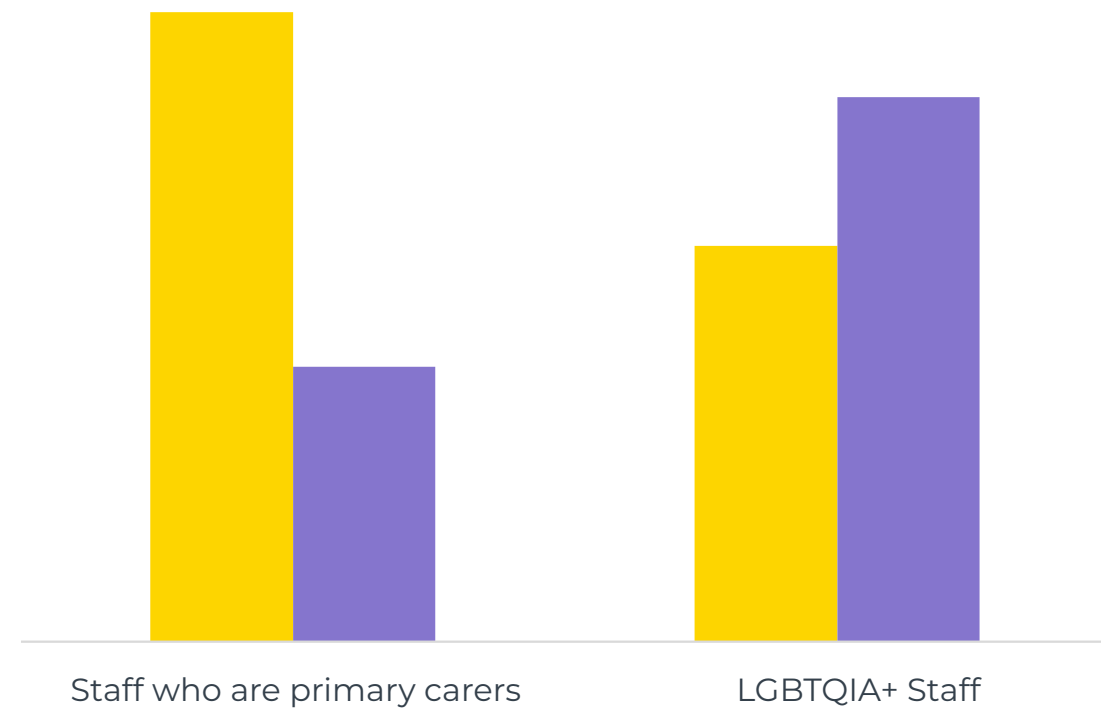


# Women, Non-Binary, Gender Nonconforming & LGBTQIA+ staff have the worst mental health.

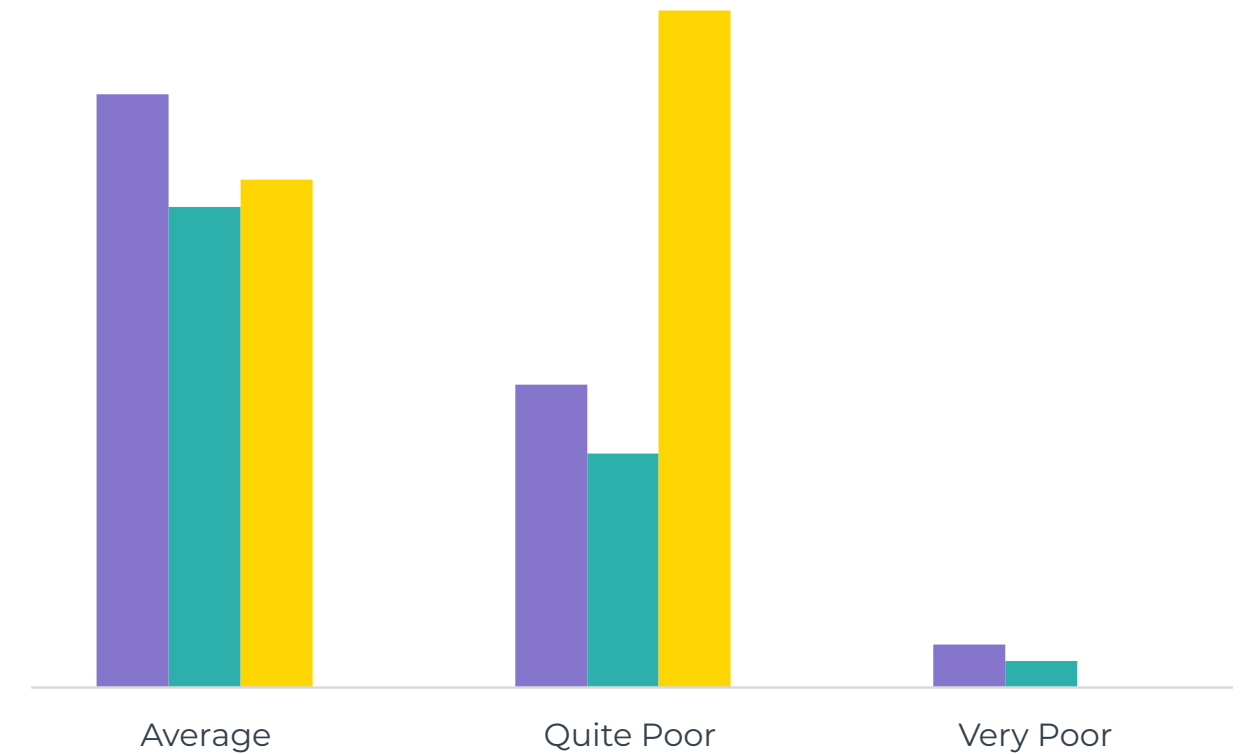


According to feedback in the survey, and in our #mentalhealth Slack channel, female and non-binary employees felt the pressure of organizational restructuring, high turnover and staff shortages in their team the most. Employees feel stretched and are reluctant to take time off for the fear of the workload that will wait for them when they return.

Above Average  
Below Average



Female  
Male  
Non-Binary/Gender Nonconforming





# 2021 Training Rollout

In 2021, Brandwatch completed its first ever global diversity training rollout.

In total, 350 workshop participants of 'Understanding Bias' completed the feedback form.



**350 participated**

in two-hour intensive workshop 'Understanding Bias'



**61%**

scored the highest for "I strongly agree that the workshop has helped me work towards our company's goals"



**313 participated**

in two-hour intensive workshop 'Fostering Inclusion'



**56%**

scored the highest for "I strongly agree that the workshop has helped me work towards personal development goals"



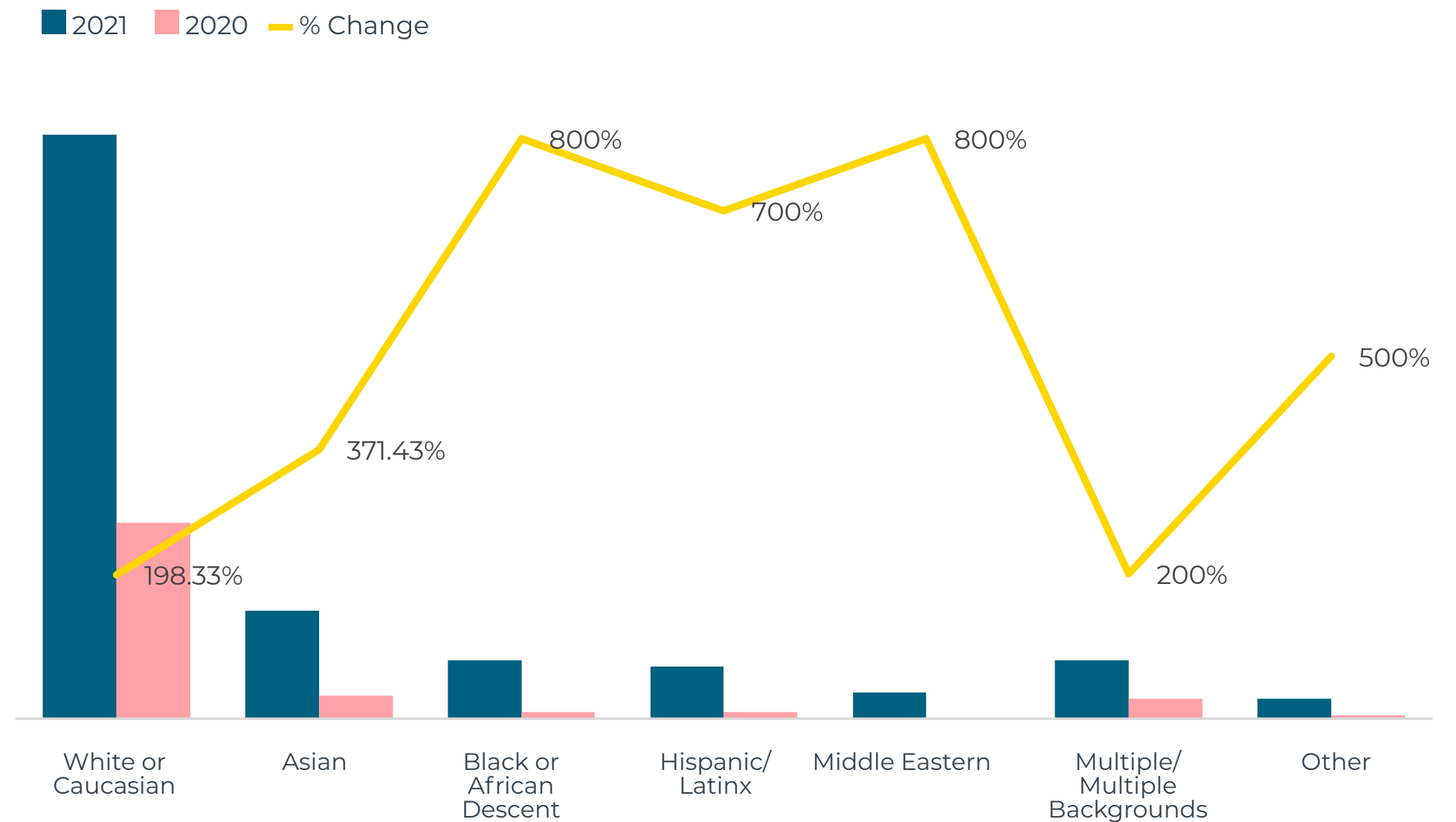
# New Hires



In 2021, we significantly increased the number of people of colour we hire: it's crucial that we continue to actively eliminate bias from the recruitment process, and diversify our talent pipeline, without significantly slowing down the speed at which we can fill open roles.

LeighAnne Williams, VP Talent, Brandwatch says:

“There was minimal impact on our time to hire from 2020 to 2021 and the continued focus on attracting underrepresented talent has allowed us more opportunities to fill our roles with qualified candidates.”



# Community Partners



Active:



Launching in 2022:



The Stack World





As a global leader in PR, marketing and social media management technology and intelligence, Cision helps brands and organizations to identify, connect and engage with customers and stakeholders to drive business results. PR Newswire, helps companies meet their communications and disclosure needs. A network of approximately 1.1 billion influencers, in-depth monitoring, analytics and its Brandwatch and Falcon.io social media platforms headline a premier suite of solutions. Cision has offices in 24 countries throughout the Americas, EMEA and APAC.

For more information about Cision's award-winning solutions, including its next-gen Cision Communications Cloud®, visit [www.cision.nl](http://www.cision.nl) and follow Cision Benelux on Twitter and LinkedIn.

