



2024 I+D Executive Summary



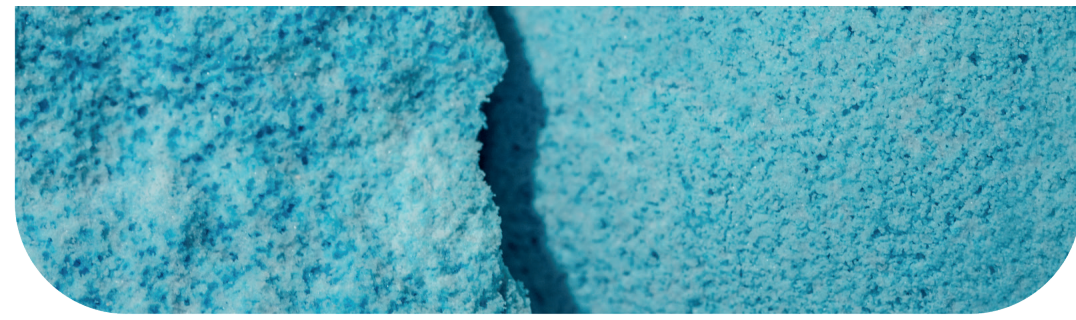


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A letter from Nichole Barnes Marshall

When I joined Pinterest as Chief Diversity Officer in 2022, I knew I was embarking on the most rewarding experience of my career. Every day, my team and I have the job and joy of helping to build a company that inspires the world.

Pinterest's mission is to give everyone the inspiration to create a life that they love. We help hundreds of millions of people—from all backgrounds—to search, save and shop inspiring ideas and build their most fulfilling lives.

Achieving such an extraordinary mission requires building an extraordinary workforce who can understand, reflect and deliver for a global audience. To guide our efforts, we created our Pinclusion philosophy: an inclusive culture in which employees flourish through representation and belonging, where users thrive with inspiration, and where Pinterest grows through innovation.

As this 2024 Inclusion and Diversity (I&D) Executive Summary shows, we are making progress across the company. Highlights include:

- Diversity in leadership, including women comprising nearly half of all senior leaders (VP+) globally;
- Continuous learning opportunities—with organisations such as Values Partnerships and Right To Be—so every employee has the tools to create an inclusive work environment; and
- Our growing Pinclusion Groups (our employee resource groups) which provide employees with new opportunities to create connections and community outside their workstreams.

Pinterest's diverse, world-class talent is delivering results. Our company ended 2023 in its strongest position in years—poised to reach new growth milestones for revenue and user engagement. But let me be clear: even with all our I&D breakthroughs, there remains some unfinished work too.

Building a truly inclusive and diverse company will always be an ongoing journey. But our commitment to this work will never waver—it ensures that we are always on the cutting edge of innovation, advances our company values and is fundamental to our business success.

I am beyond grateful to all our employees for helping to make Pinterest such a special place. Our workforce is at the heart of everything we do. Their ideas and talent are what make Pinterest such a beloved company. And I know that our future will be even brighter by working together to create an even more inclusive and diverse company every day, every week, every month and far into the future.

A handwritten signature in black ink that reads "N. Marshall".

What inclusion and diversity mean to us

Pinterest has an audacious mission to help people across the world—from San Francisco to São Paulo—discover the most inspiring ideas and make them part of their lives.

Building an inclusive and diverse company is fundamental to fulfilling this mission. For every current and future employee, we want Pinterest to be a place where they are celebrated for what they do and who they are, where they can develop their talent and grow their careers, where they feel like they belong and have the support to do their best work.

Inclusion is at the heart of our Pinclusion philosophy. We are very intentional about that wording because none of our other efforts can succeed without an inclusive culture. We strive to build a workplace where everyone feels that they have the opportunity to use their voice, share their ideas, grow their talents and build their careers. We want every employee to end their work day feeling like they are valued, respected and championed.

With that foundation in place, we also aspire to attract and welcome the best talent in the world. For us, diversity is so much more than a human resource initiative—it's an essential component for business growth in every single function across the company. Bringing together teams with varied backgrounds and perspectives sparks creativity and unlocks innovation, from product launches to memorable marketing campaigns. It also enriches our internal discussions and empowers us to meet the needs of our communities more effectively.

Who we are—the composition of our workforce

Building a truly inclusive and diverse workforce requires being bold and having the courage to take new paths.

Pinterest was one of the first tech companies to publicly share the demographics of our workforce. We were also one of the first to announce public goals to increase employee representation.

Why? Because transparency leads to accountability. And accountability drives action and progress. We wanted to create a culture where we could learn from our shortcomings, build a stronger team and business, and celebrate our progress.

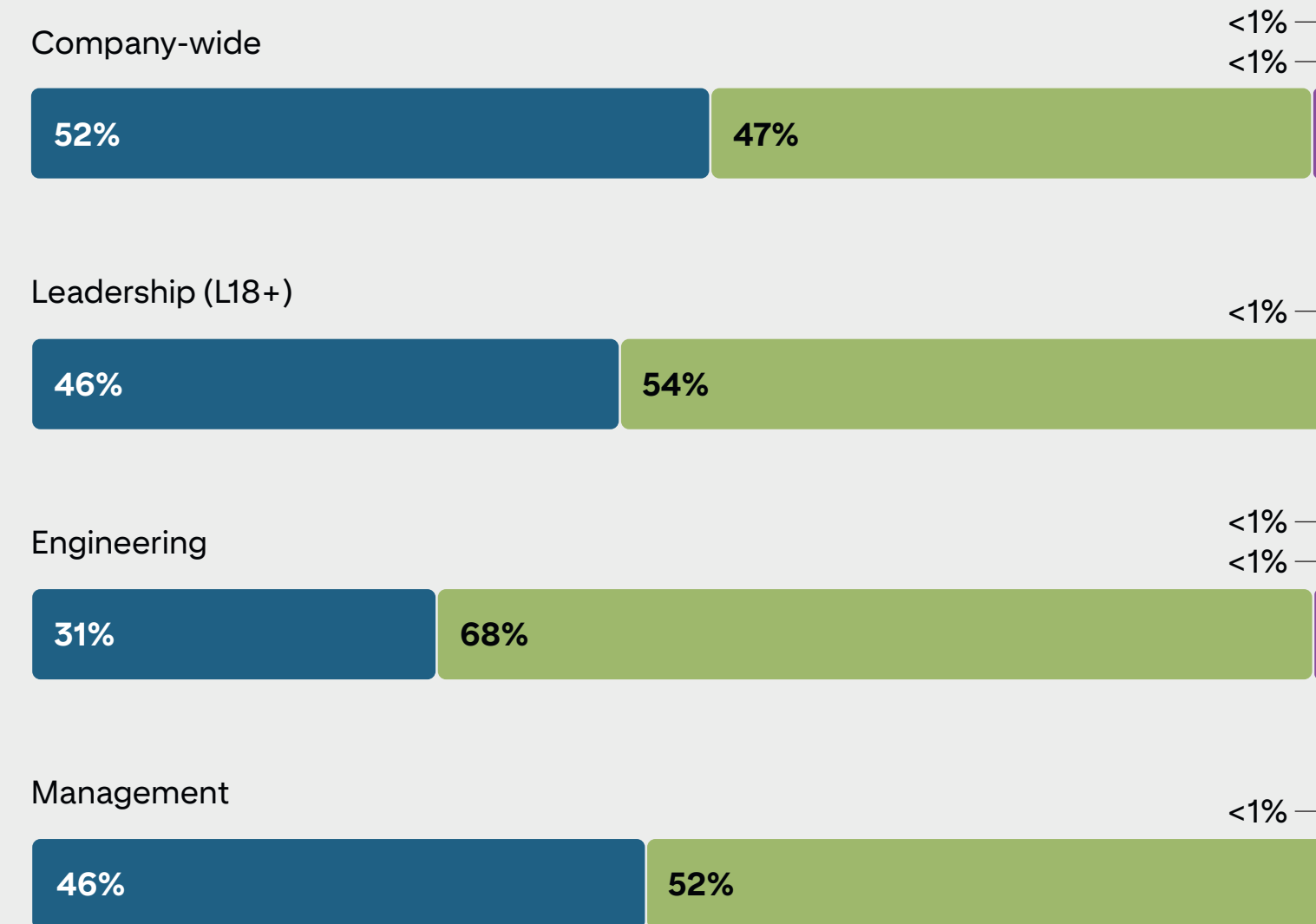


Gender representation

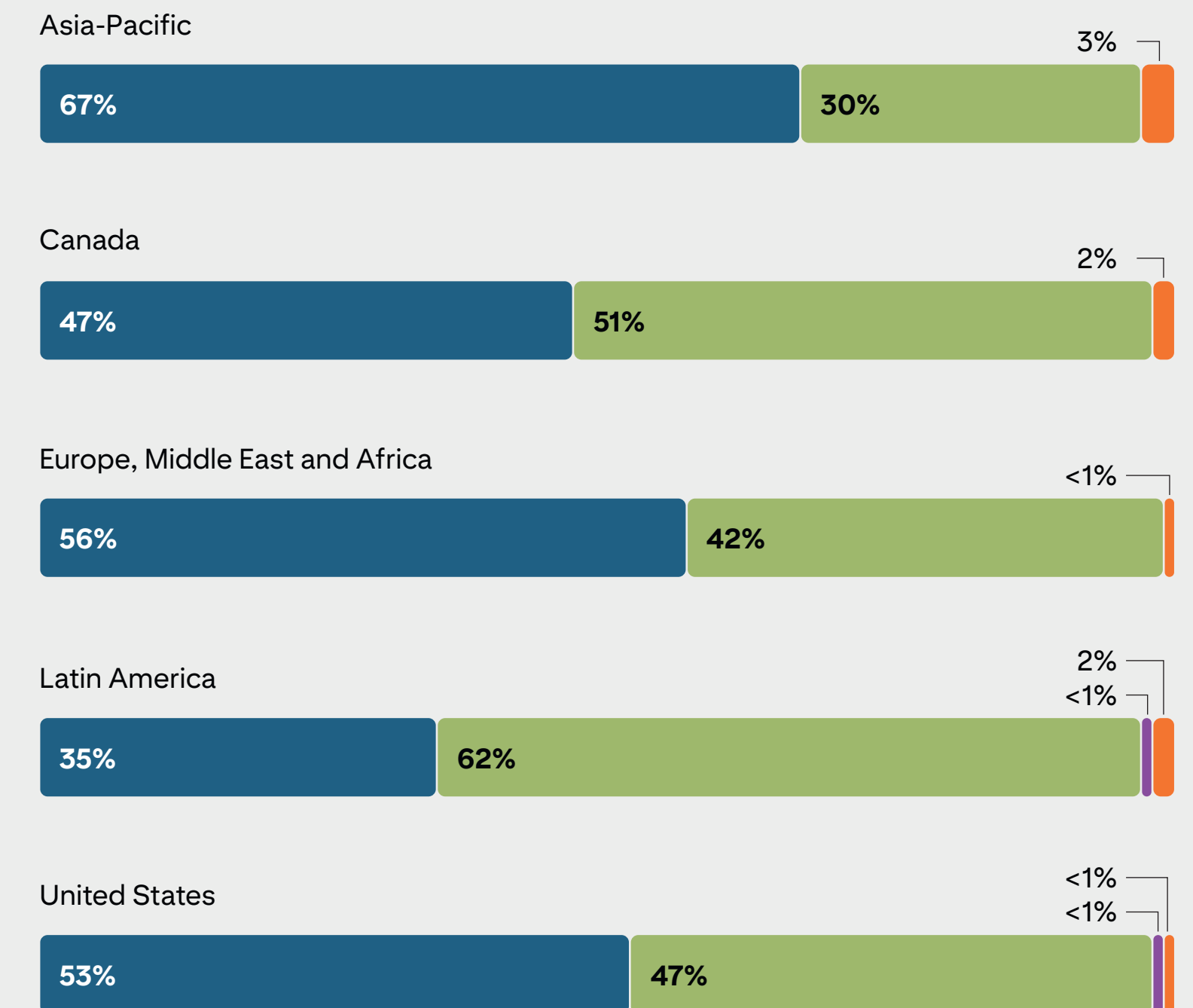
Here is a look at our company demographics (as of 2023)

- Women
- Men
- Non-binary and gender non-conforming
- Not declared

Global



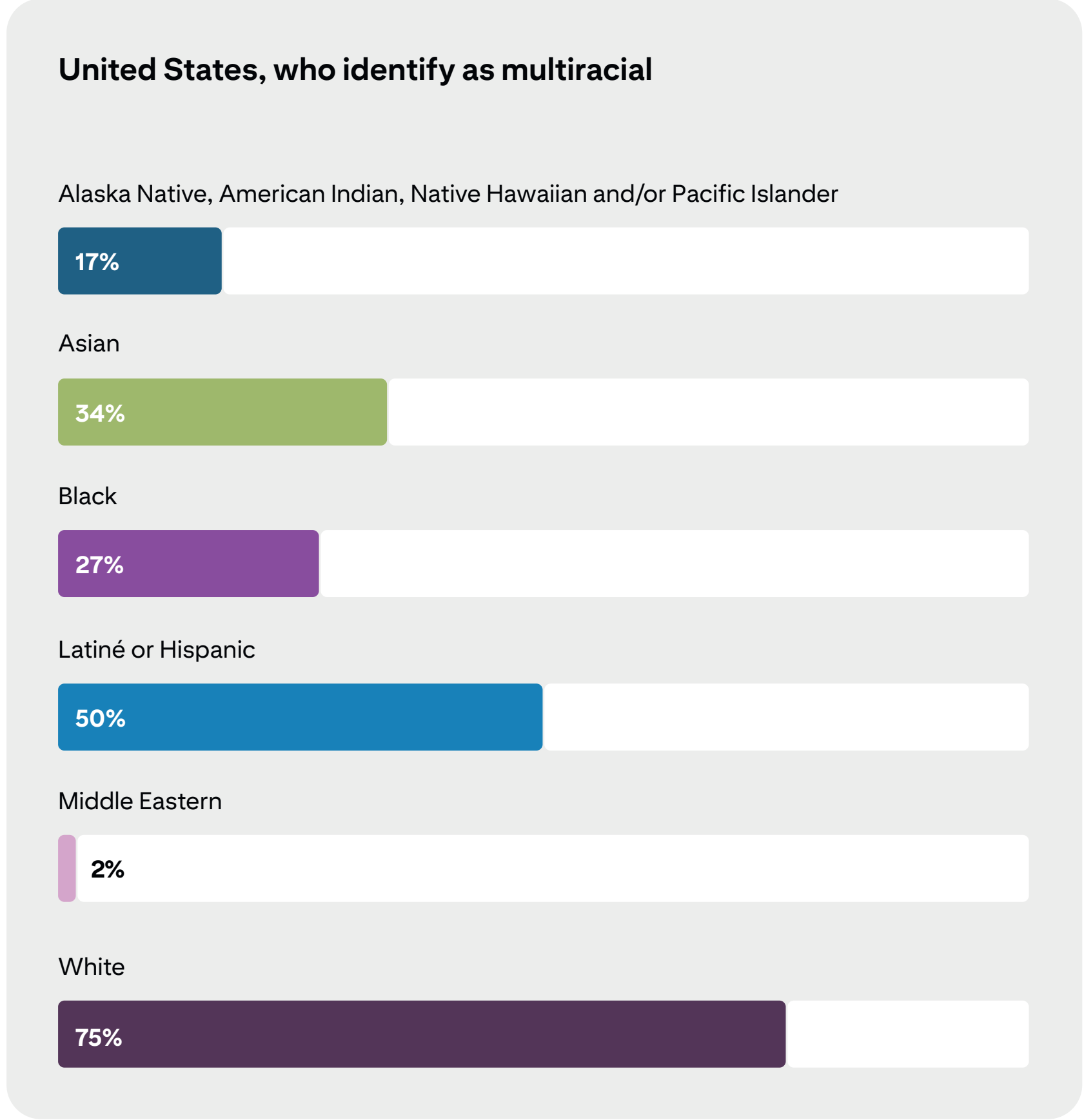
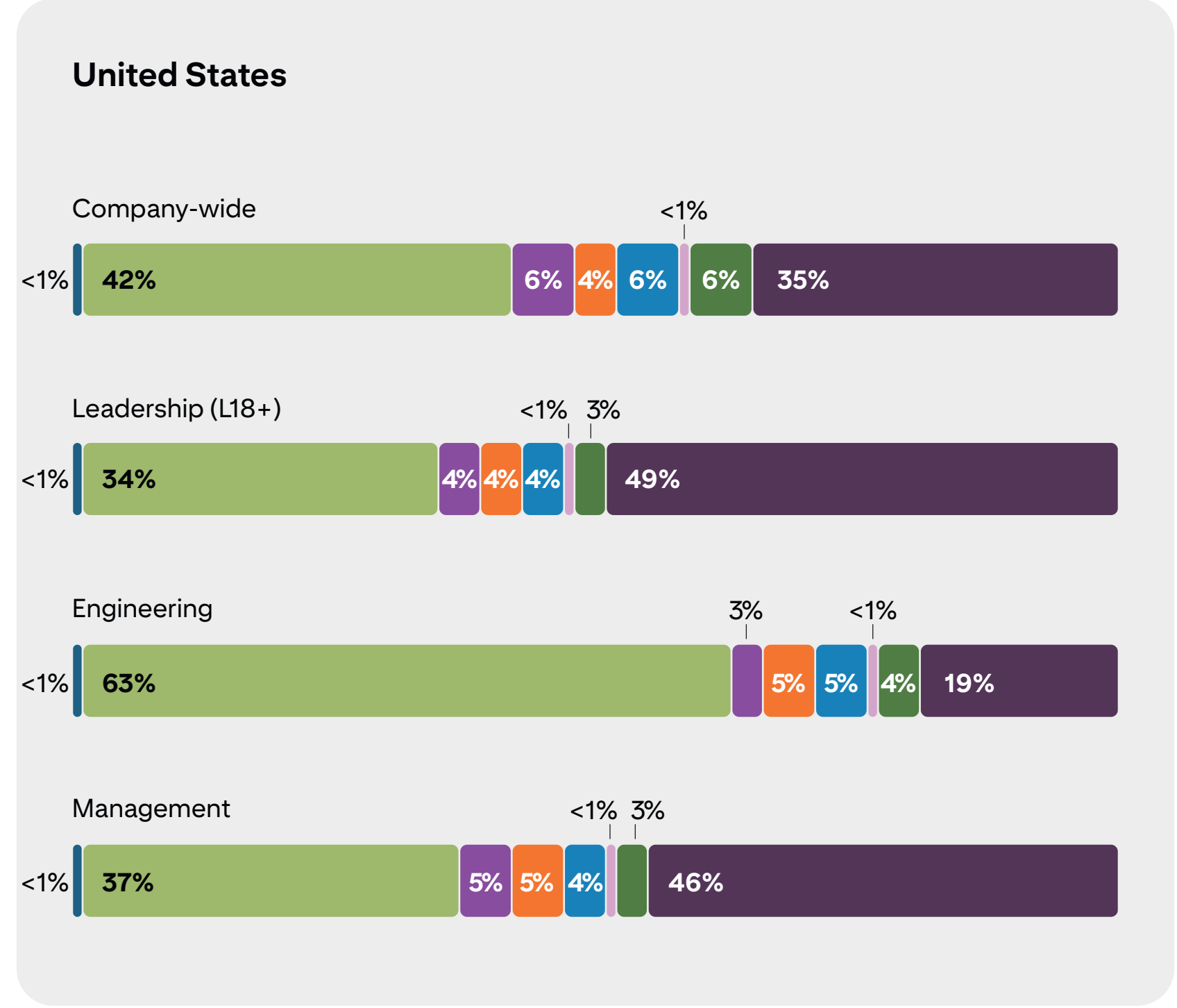
Regional



Race/ethnicity representation

Here is a look at our company demographics (as of 2023)

- Alaska Native, American Indian, Native Hawaiian and/or Pacific Islander
- Asian
- Black
- Decline to state
- Latiné or Hispanic
- Middle Eastern
- Multiracial
- White



Methodology notes

We do not collect data where it is expressly prohibited by local law or would put our employees' safety at risk. Some numbers may not add up to 100% due to rounding. For numbers larger than 1%, we round to the nearest whole number. For numbers smaller than 1% we report as <1%. 0% would mean that no employees self-identify in that way and are therefore not depicted in our visualisations. Leadership denotes employees in L18+ (Director+). Note that in 2023, job levels changed; leadership was defined as L7+ in 2022 and L18+ as of 2023. Engineering consists of employees that report into the engineering organisation, excluding executive assistants. All reporting on gender, unless otherwise stated, reflects global data. 'Women' and 'Men' categories are inclusive of transgender employees, aligned with how they self-identify. Race and ethnicity data currently represents only our US-based employees. 'Asian' is inclusive of employees who self-identify as South Asian, Southeast Asian, and East Asian. We plan to share this additional level of detail in the future when we have met our threshold of participation. 'Decline to state' is an option for our employees to actively select. 'Multiracial' is representative of employees who self-identify as more than one race/ethnicity. Our metrics pertaining to the goal of increasing representation of employees who self-identify as Alaska Native, American Indian, Black, Latiné or Hispanic, Native Hawaiian and/or Pacific Islander includes employees who are multiracial when inclusive of the identities listed above.

Progress towards our goals

To strengthen our team and business, we focused on three public I&D goals in 2023:

Goal No. 1: Increase company-wide representation of US employees who self-identify as Black, Latiné or Hispanic, American Indian, Alaska Native, Native Hawaiian and/or Pacific Islander to 20%



We continue to work on increasing the representation of US employees who self-identify as Alaska Native, American Indian, Black, Latiné or Hispanic, Native Hawaiian and/or Pacific Islander to 20%. In 2020, representation was 12%.

At the end of 2023, representation was 17%. While it was a substantial increase from 12% in 2020 when we set this goal, current representation remains unchanged from the previous year. We're focused on efforts that drive progress, such as embedding I&D priorities within people programmes, partnerships and education for all employees to drive greater accountability.

Goal No. 2: Increase engineering leadership roles held by women and marginalised gender identities to 25%



Engineers play a vital role in building and powering Pinterest. But historically, across the industry, women and marginalised gender identities faced barriers when trying to enter and advance in the field.

All of us at Pinterest believe that we are stronger when we knock down those barriers and bring in more diverse talent in senior technical roles. In October 2023, we set a goal to increase our engineering leadership roles held by women and marginalised gender identities to 25%. At the end of 2023, we reached 21%.

Goal No. 3: Achieve our diverse slate approach in the hiring process for 90% of roles



We are always aiming to reach candidates with the most relevant skills, experience and potential to contribute to our teams at Pinterest. To reach all of the great talent in the world, we have to be intentional that the circle of candidates includes candidates from historically marginalised backgrounds, including women, Black, Latiné or Hispanic, Indigenous, Native Hawaiian and/or Pacific Islander individuals. Our diverse slate approach is designed to help us cast a wide net to present hiring managers with more diverse candidate pools, and ultimately help us to build a more diverse and balanced workforce.

In 2023, we set the goal of applying the diverse slate approach to 90% of all open roles in the US. We ended the year at 91%, exceeding our goal.

Building a diverse talent pipeline for recruiting and hiring

We want job candidates from all backgrounds to view Pinterest as one of the best workplaces to spend their time, apply their talent, do incredible work and build rewarding careers.

We work every day to earn that reputation, and are using a number of creative pathways to build a diverse talent pipeline for recruiting and hiring:

- Talent communities and recruitment partnerships:** Pinterest is collaborating with organisations that share our values. Our targeted recruitment efforts include partnerships with events and organisations including [AfroTech](#), [Lesbians Who Tech & Allies](#), [AISES](#) and [Sistas in Sales](#), which expand our engagement with highly skilled candidates. For example, at our AfroTech booth in 2023, we were joined by Danielle (Yaya) Moore, hair creative, licensed stylist, business owner and creator on Pinterest, who was laying edges for attendees. For us, it was an opportunity to provide people with real-time inspiration and raise awareness about our product inclusion efforts, job opportunities and mission as a company.

- Collaborating with colleges and universities:** In 2023, Pinterest’s university recruiting team continued its early career web-series ‘Pin it to Win it’ and ‘ML Fall Preview’. Both were designed to connect college students, including those from underrepresented backgrounds with the Pinterest engineering team. The series provided 450+ attendees with a safe space to ask questions on subjects ranging from how to prepare for technical interviews to general career advice. This programme was a key reason why 14% of the total intake of interns and new graduate hires were women or Alaska Native, American Indian, Black, Latiné or Hispanic, Native Hawaiian and/or Pacific Islander.
- Pinterest Apprenticeship Programme:** Our apprenticeship programme is an opportunity for candidates from non-traditional tech backgrounds and those who face barriers of entry into the tech industry to start their careers at Pinterest. We emphasise on-the-job learning and provide candidates looking to start their careers with the 1:1 mentorship and support needed to become successful full-time employees in their chosen field. For our 2022 to 2023 cohorts, we hosted our second product apprenticeship and our seventh engineering apprenticeship programmes. The programmes resulted in 26 apprentices converted to full-time employees.

Fostering an inclusive and diverse workplace

Building a truly inclusive and diverse company is more than the job of an I&D team or people function—it requires every single employee to create belonging.

For us, that starts with our most senior leaders: Pinterest’s executive team and board of directors, who are diverse in gender, race, skill set and experience.

We’re also working to give every employee the tools and training to embody one of our most cherished company values: create belonging. Every person contributes to our culture with their actions, big and small. So often, building an environment where everyone feels safe and valued is determined by the day-to-day experiences—the 1:1 video calls, the team brainstorming sessions, how employees interact in the Pinterest halls or message others on Slack. That’s why we give our employees numerous learning opportunities to ensure that everyone does right by each other, every day, in every moment.

In 2023, we proudly partnered with:



[Values Partnerships](#) is the largest Black-owned social impact agency in the United States. The organisation manages [Gauge](#), which provided Pinterest with world-class research to inform our approach on everything from inclusive product features to heritage month programming. Values Partnership also helped us to organise the Pinterest Inclusion Advisory Council.



Pinterest executives participated in [Activate Inclusion’s](#) DEI training and inclusive leadership coaching. These learned skills and tools will allow us to apply inclusion and diversity across every workstream.



[Right to Be’s](#) focus is teaching people how to stop harassment. In partnership with the organisation, we were proud to introduce Bystander Intervention Education, equipping our team with tools to be more effective allies.



In April 2023, we hosted a community conversation facilitated by [/dev/color](#), a powerful community of Black software engineers, technologists and executives, with Black technologists from inside and outside Pinterest.

Pinspiration Groups

At Pinterest, we believe in supporting employees who want to do good. In 2022, we launched Pinspiration Groups: spaces for colleagues to connect with each other about common causes that tie back to a business priority, such as improving mental health and building a more sustainable future. We love watching our teams come together to find new ways to build a more inspired world. Our current Pinspiration Groups are:

- **PinSide Out:** Our inaugural Pinspiration Group creates a unique space for colleagues to connect on mental health topics. Pinterest aspires to be a positive safe space, both as a product and as a company. This community offers support in a number of ways, including peer-to-peer support through monthly 'Healthy hours' (open forums and guided discussions) as well as group meditations. [needs review]
- **PinPlanet:** An employee-led climate community on a mission to create a sustainable future through climate action. PinPlanet leaders hosted informational workshops, led employee efforts to give back to communities, and worked with Pinterest users to develop content focused on living more sustainably.
- **Caregivers@:** Our newest employee-led community launched in 2023 focuses on fostering and advocating for an inclusive community where everyone who has the responsibility of caring for someone is supported in creating a life that they love, in a way that balances their personal and professional growth.

Pinclusion Groups

Many of our employees find belonging with our Pinclusion Groups, which is what we call our employee resource groups at Pinterest. In addition to providing spaces for employees to learn about identity-based issues and interests, and connect with colleagues outside of their day-to-day work, our Pinclusion Groups also provide leadership development for employees and help us to actualise our company values.

Pinclusion Groups and examples of the many ways that members led progress include:

asians@

Our Asian Pinclusion Group celebrated and highlighted the mosaic of communities within the diverse Asian and Pacific Islander heritage through Mid-Autumn Festival, Diwali and Filipino American Heritage Month celebrations.

Blackboard

Our Black Pinclusion Group launched their first external campaign for [Black History Month](#) and hosted their first Black ERG meet-up, with attendees from 10 other global companies.

latin@

Our Latiné Pinclusion Group focused on career growth by opening up access to leaders through casual 'cafecito' conversations, goal-setting workshops and support during performance reviews. They also launched a Latiné Local Business Guide, supported local Latiné-owned businesses for events hosted globally, and raised over USD 20,000 to donate to the [Hispanic Scholarship Fund](#) and [International WeLoveU Foundation](#).

PinAble

PinAble hosted entrepreneur and Disability Rights Advocate Keely Cat-Wells for National Disability Employment Awareness Month in 2023. The group continues to advocate for, and advise on, accessibility at the company and in our product.

PinIndigenous

Our group for Indigenous employees and allies hosted a series of wellness sessions with [Nazbah Tom](#), a somatic healing practitioner, to aid our employees' reconnection to mind, body and spirit. They also hosted listen and learn sessions with Cherokee Nation Supreme Court Judge Shawna Baker and Vogue journalist and author Christian Allaire.

pride@

Our LGBTQIA (lesbian, gay, bisexual, transgender, queer, intersex, asexual)+ Pinclusion Group organised public statements in support of the community to combat the global surge in discriminatory legislation and discourse. As part of our commitment to marriage equity in Japan, Pinterest participated as a supporting company for [Business for Marriage Equality](#) and helped to lead our [Pride and Progress](#) campaign in 2023.

Vets@

Vets@ hosted volunteering events and fundraisers for organisations such as [Swords to Plowshares](#) and [Run In The Dark](#). In collaboration with Pride@, the group also hosted a panel with members of SPARTA, the premier transgender military service advocacy, support and education organisation in the United States.

women@

Women@ organised networking circles, mentoring opportunities and leadership development curriculum for Pinployees. In 2023, the group launched a campaign called Women& to highlight and amplify the various identities that women hold, and to deliberately and thoughtfully partner with all of our Pinclusion Groups.

Creating a positive product where every person belongs and feels inspired

What makes working at Pinterest so special is our mission and opportunity to inspire the world. Each month, hundreds of millions of people around the world visit Pinterest to discover ideas that reflect their unique interests.

When users go on Pinterest, we want every person—regardless of who they are or where they are from—to have a positive experience that reflects their tastes and cultures. That means building a product that fosters belonging, which we do in a number of ways.

Creator Inclusion Fund

To fulfill our mission, the product experience on Pinterest needs to be as diverse as our Pinners. In 2021, we launched a Creator Inclusion Fund for creatives from Black, Latiné, LGBTQIA+, Asian, Indigenous and disability communities. The programme provides financial and educational support to Pinterest creators [inspiring our users with their ideas and passions](#).

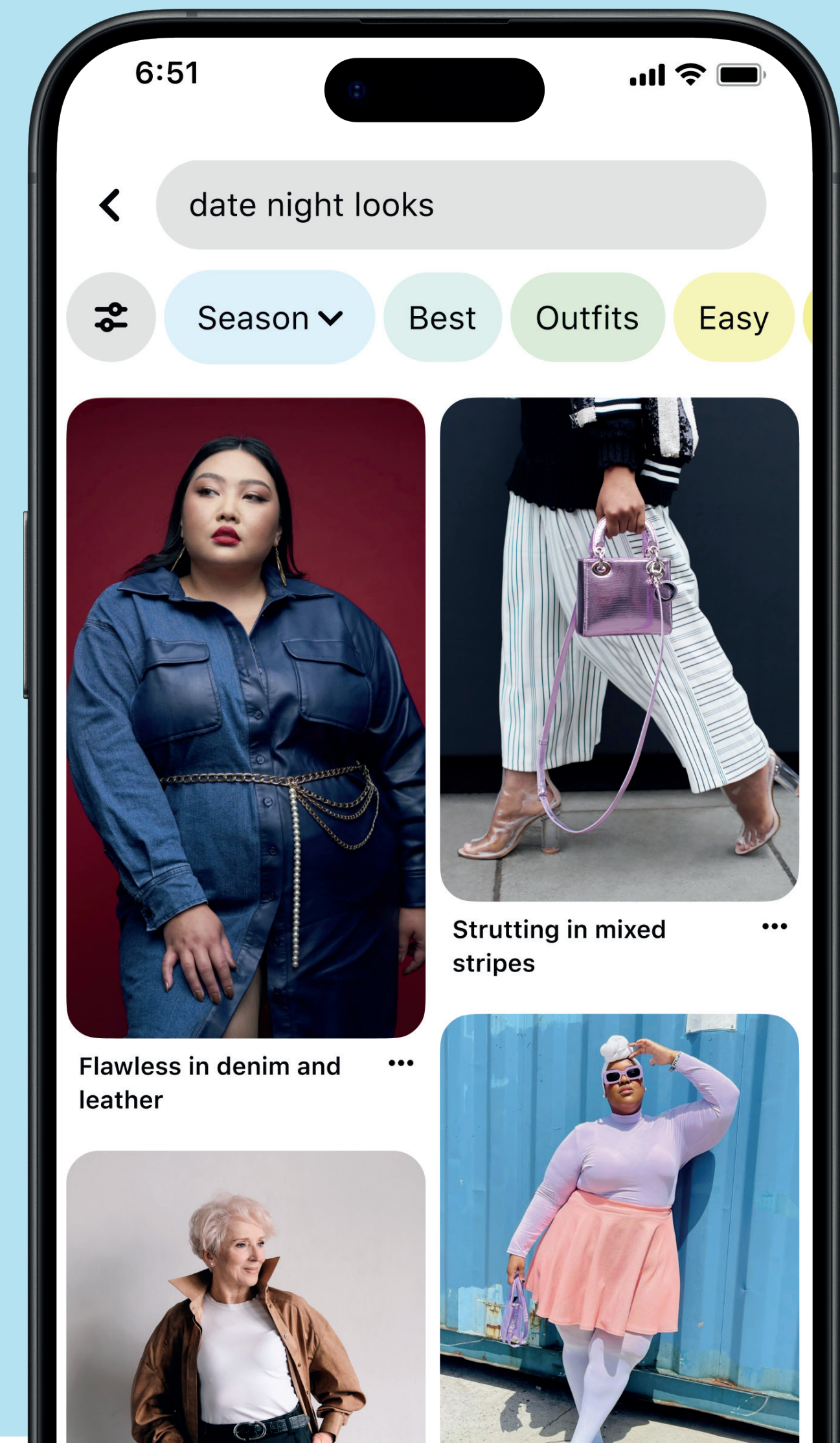
In 2023, our efforts included supporting Black creators for the United Kingdom's Black History Month, LGBTQIA+ creators during Berlin Pride, and fashion and beauty creators within the plus-size communities in the US and Canada.

We also announced the expansion of the Creator Inclusion Fund to five additional countries: Canada, Germany, Austria, Switzerland and France.

Body-type technology

In 2023, we introduced a new body-type technology to our suite of inclusive AI innovations. We shape Pinterest's algorithms to increase representation of body types across search results and related Pins. For example, if a user searches for 'date night outfit inspiration', they will see results that are more inclusive of numerous body types.

Currently available in the United States, United Kingdom, Ireland, Canada, Australia and New Zealand, our technology uses shape, size and form to identify various body types in over 3.5 billion images on the platform.



Concluding thoughts

Our inclusion and diversity journey has been full of wins to celebrate and lessons to learn from. Today, we are proud that I&D is front and centre of everything that we do at Pinterest—how we shape our team, how we execute our product vision and how we build a strong, durable business over the long term.

This is a full team effort. Our deepest thanks to our employees for their commitment to this work. Their initiative and ideas make everything possible.

If you are interested in joining our company and cause, feel free to explore [open roles](#) or sign up to our [talent community](#) for inspiring talent news, opportunities and company updates. Who knows? Maybe one day you'll build a career that you love right here at Pinterest.

