Diversity, Equity, and Inclusion

Our 2022 Annual Report

WISTIA

Table of Contents

In 2020, the murders of Ahmaud Arbery, Breonna Taylor, and George Floyd, alongside ongoing instances of acute racial violence in the United States, sparked a social reckoning with the systemic inequities of historically excluded groups. The spotlight on these issues compelled organizations to start taking a look at their own practices, and Wistia was no different. We reevaluated diversity, equity, and inclusion (DE&I) in our own workplace and reflected on what more we could do to offer pathways to belonging, career growth, and success for everybody.

At the time, Wistia had a three-year plan to improve diversity and inclusion in our workplace, but it read more like a task list than a sustainable and enduring vision. It was also missing something important: well-articulated goals to help guide and measure our progress.

We knew it was time to paint a clearer path forward for lasting, meaningful change, so we assembled an internal team with members from across Wistia. The team spent the second half of 2020 rethinking our DE&I efforts and long-term plans, establishing specific goals, defining benchmarks to measure our progress, and creating a vision that looked out to 2024.

We entered 2021 with a renewed sense of direction and specific objectives for our work over the year. We set out to diversify all of our teams at Wistia by making new investments in hiring, putting more

effort into internal growth, and revamping how we compensate our team members. We improved how we search for—and connect with—more diverse job candidates, and we trained our recruiters in mitigating bias during the interview process.

I'm proud to say that while we still have lots of work to do, the racial diversity of our entire organization—particularly in the teams that grew the most during that time—has increased markedly.

Of course, building a diverse team doesn't mean much without an inclusive and equitable organization. That's why we invested further to promote a culture of belonging at Wistia where individuals feel supported in all aspects of their identities. We held an identity-based workshop with trainers to help each of us recognize our own intersectionality, privilege, and power. Our employee resource groups (ERGs) received funding and operational support to help amplify their impacts. And we created a code of conduct to make it crystal clear how we expect our team members to treat one another and to offer a safe space for folks to voice concerns and raise issues.

The way we run our business has an outsized impact on our team, but it's not the only way we can promote equity and inclusion in the workplace. As a brand, our content reaches a large audience of customers and fans at other companies. We wanted to help other small businesses on the same DE&I journey, so we started a podcast called

A Better Workplace. In the series, we shared our own insights on DE&I and had candid conversations with outside experts about what it takes to build a better workplace for everyone.

Lastly, we started contributing to organizations that serve historically excluded communities with an emphasis on charities that are local to our headquarters in Cambridge, Massachusetts. We've committed 2% of our annual earnings to various charities of our choice. Each year, our employees nominate charities, and then our DE&I Council chooses 10 organizations from the list. Finally, our entire team helps allocate the money to the chosen charities, making a broad impact. We donated $200,000 in 2020, and $185,000 as we entered 2022.

Today, two years after we reevaluated our DE&I vision, we're proud of the progress we've made. We also recognize that success and failure can and will coexist. There is no finish line to this work, and we remain as committed as ever to making Wistia an increasingly more diverse, equitable, and inclusive workplace in the future.

Jane Jaxon
VP of People, Wistia

Our DE&I Plan
Three Pillars

When building our three-year vision to make Wistia a more diverse, equitable, and inclusive place, we made a point to create something that folks across the organization could understand, internalize, and help us work toward.

We needed a North Star to keep us focused on what we were trying to achieve and to help us assess if we were headed in the right direction. Ultimately, we chose three areas of focus, or three pillars: how we build the team, how we work together, and our social impact.

Building the Team

For any company looking to diversify their team and build an inclusive environment, how you go about *Building the Team* is one of the biggest levers available. For us, that means remaining intentional and equitable about all the processes that impact the overall makeup of our team. If we use this as our North Star to guide how we recruit, grow, and recognize our teammates, it will help us continue to diversify our team at all levels.

Working Together

Once folks are in the door, though, the real work gets started. Every individual comes to Wistia with their own experiences and expectations of what a workplace should be like. *Working Together* is all about ensuring every Wistian can bring their full, authentic self to work and feel valued for their contributions. Focusing on this pillar will help us raise the foundation of knowledge to be more inclusive and actively anti-racist as a team.

Social Impact

Lastly, we have a platform outside of the walls of our headquarters, and we want to use it to make a broader *Social Impact*. That means offering an accessible product, creating inclusive content with diverse authorship, and giving back to the community around us with a specific focus on supporting historically excluded groups. We've also done our best to openly share our journey with other small businesses that are also working toward becoming more diverse, equitable, and inclusive spaces.

Three Insights

As we worked through 2021 with our pillars in clear focus, we gained three insights that gave us a better understanding of the approaches that were successful and the challenges we'll need to overcome to make meaningful progress toward our DE&I vision.

INSIGHT 1 →

Proactive recruiting had the biggest impact on increasing the diversity of our organization.

INSIGHT 2 →

The COVID-19 pandemic made achieving gender parity in the tech industry even more challenging.

INSIGHT 3 →

Increasing diversity at the top of our organization will require more rigorous recruiting and investment in internal growth paths.

INSIGHT 1

Proactive recruiting had the biggest impact on increasing the diversity of our organization.

At Wistia, we aim to make our company at least as diverse as the whole country in measures of race, gender, and sexual orientation by 2024. Our proactive recruiting efforts through 2020 and 2021 helped us make notable progress toward that goal.

As we spent the last three years continuously reviewing and updating our hiring process to be more fair and inclusive, we noticed that folks who came to us through referrals, our website, or online job postings simply didn't create the diverse group of candidates we were hoping to see.

If we wanted more control over the bar for talent and the overall makeup of our prospective team members, we needed to actively seek out qualified candidates from a range of backgrounds and experiences. We set out to do this by investing in three areas:

1. DE&I-focused recruiters

At the start of 2020, we had only one person focused on finding great talent to join our company. To ramp up our outbound efforts, we spent that year and much of 2021 expanding our team to include five more recruiters.

We made—and still make—a point to only hire recruiters who deeply care about DE&I, and we've created interview plans for these roles that reflect that focus. We also trained

our new recruiters to conduct interviews in an inclusive, unbiased way with practices like casting a broader net to include candidates who might normally not be considered, interviewing for skills over experience, and being as objective as possible in their assessments.

With this team in place, we were better able to run an equitable recruiting process—and this has made

the biggest impact on the strength and diversity of our team at Wistia. In 2021, we sought out and recruited 50% of our hires, and that helped diversify our homogenous teams. This gave us much more control over our hiring slate than the traditional agency route, as many agencies don't give DE&I the same level of attention as our internal team does.

2. Mission-driven job boards and partnerships

In 2020, we started posting on job boards that served underrepresented equity-seeking groups. A few examples include People of Color in Tech (POCIT), Black Tech Pipeline, People-First Jobs, and Tech Ladies.

We also asked big-name job sites about the audiences they targeted and reached, and then we invested in those that focused on more diverse audiences and ended our relationships with those that only reached homogenous groups. By using mission-driven job boards, our company has become more discoverable in places where underrepresented communities may be searching.

We've had a long-standing partnership with Boston's Resilient Coders, and we continued to invest in it last year. Resilient Coders is a nonprofit organization that teaches coding skills to Black, Indigenous, and people of color (BIPOC) from low-income backgrounds without much access to tech jobs and then connects them to career opportunities in software engineering. They've helped us expand our team with talented engineers.

3. New hiring tools

We use Greenhouse Recruiting to manage our hiring process. Over the past two years, we explored new tools to make the process even more equitable. In 2020, we added the Greenhouse DE&I component to help us mitigate bias on candidate scorecards. The following year, we integrated an interview intelligence platform called Pillar into the software.

With Pillar, all interviews are recorded. This allows us to check for bias, evaluate questionable scorecards, and have deeper conversations when an assessment doesn't seem to match the data we have. It also gives us the ability to share a recording if we need a second perspective on an interview. This tool has helped us make fair and more consistent hiring decisions.

Our company is more diverse than ever.

Since we ramped up our recruiting efforts and updated our hiring processes, our recent hires have been more racially diverse than our company as a whole. They more closely track the racial makeup of Suffolk County, MA, the local community we used to recruit from before we became a hybrid workplace.
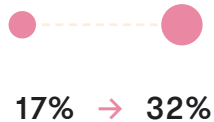
We saw the biggest changes in the following areas:

Management

4% → 35%
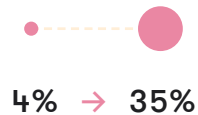
The percentage of people managers identifying as multiracial/BIPOC grew from 4% in the third quarter of 2019 to 35% in mid-2022. This cohort isn't quite as diverse as we'd like yet, but it's more diverse than it was only two years ago.

Engineering

17% → 32%

Midway through 2019, about 17% of our engineering team identified as multiracial/BIPOC. That number went up to 32% by the end of 2021, and we're continuing to make progress. So far in 2022, 68% of our new engineering hires identify as multiracial/BIPOC.

Sales

6% → 50%
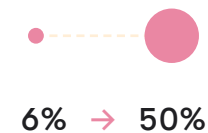
Midway through 2019, only 6% of our sales team identified as multiracial/BIPOC. In 2021, we doubled the size of the team and were able to make a lot of progress in diversifying the team as a result. At the end of that year, 33% of the team identified as multiracial/BIPOC. That number has gone up to just over 50% in mid-2022.

KEY TAKEAWAY

Proactively bringing more employees with different backgrounds and perspectives on board isn't just about being more diverse on paper. Our entire team is more talented and more productive than any time in recent memory. We've released some of our best work in the past few years, and that has deeply benefited the business and helped us raise the bar for future hires. That's why we'll keep investing in outbound hiring with DE&I as one of our top priorities.
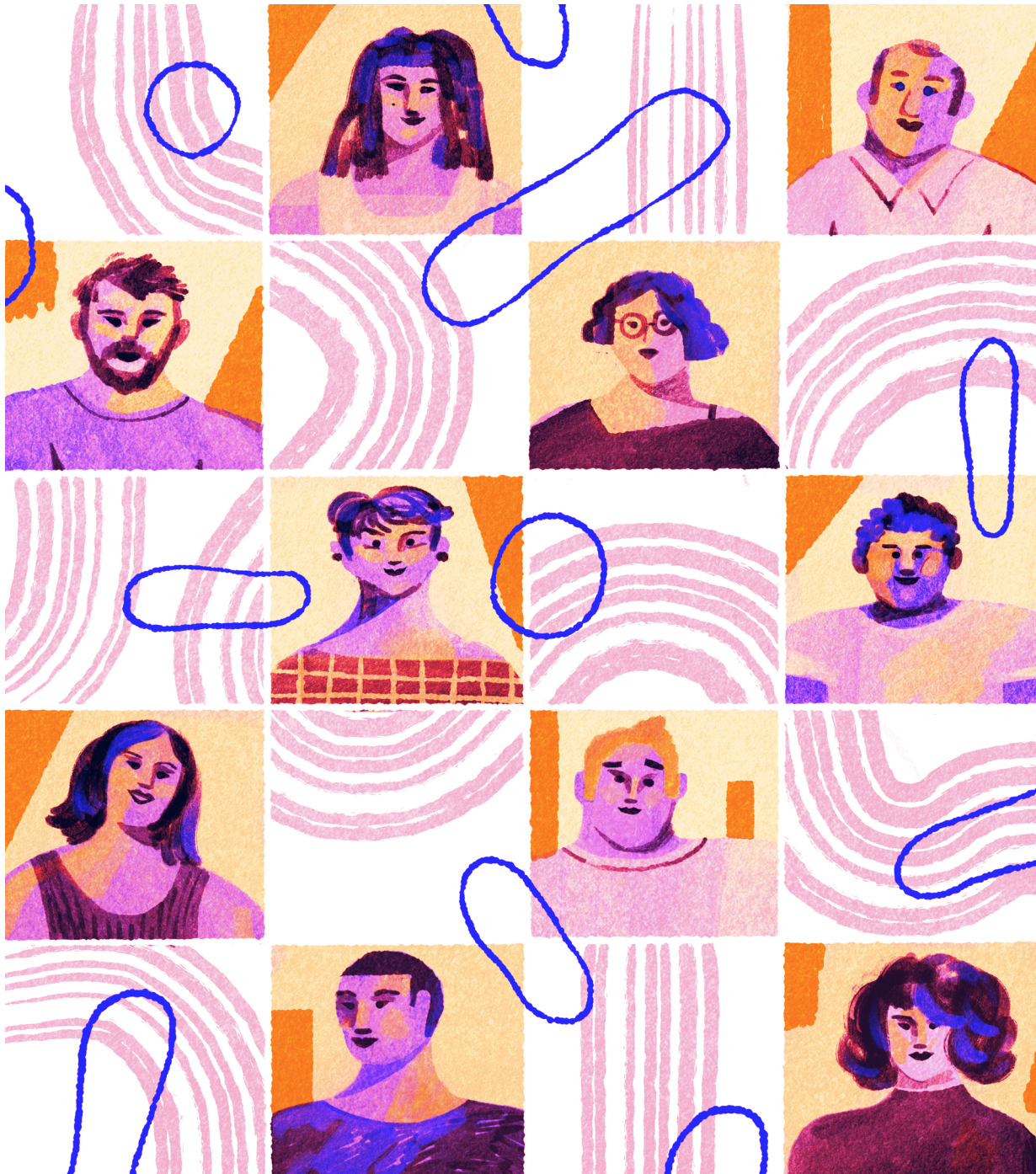
The COVID-19 pandemic made achieving gender parity in the tech industry even more challenging.

Despite our aggressive hiring efforts, we fell short of achieving gender parity on our team, with only 40% of Wistians identifying as women in 2021. In 2019, 52% of our people managers identified as women. Fast forward to 2021, and that number has fallen to 32%.

We've slipped back more than we'd like, which means we need to keep a closer eye on our practices to make further headway toward gender diversity at Wistia. It's also worth acknowledging that some systemic inequities facing women in the workforce likely had some impact on our ability to make the progress we had hoped for.

Whole Company

H1 2022: Gender

41% Women ▸
58% Men ▸
1% Non-binary ▸

75%

25%

50%
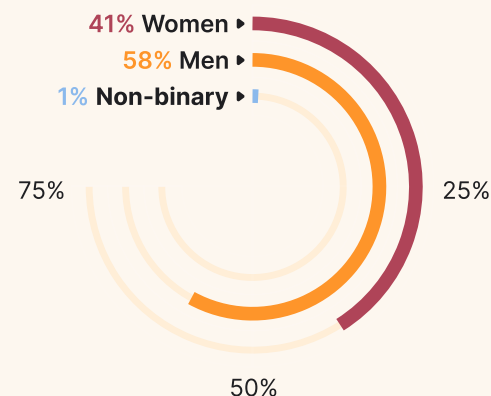
Most professionals in tech identify as men.

Tech is one of the sectors in the working world most dominated by men [1] due to decades of biased hiring practices, unbalanced workplace cultures, and educational discouragement for women. Fewer women than men enter the technology workforce each year. Women also leave science, technology, engineering, and mathematics (STEM) fields faster or earlier in their careers due to negative work experiences [2, 3].

With cultural headwinds thrown into the mix, it's even more challenging to build a workforce of women that's also racially diverse. Women of color have an even higher barrier of entry into the tech field and more difficulty advancing from within because they need to not only overcome the fact that most folks in the field identify as men, but also combat the bias of white privilege that exists and persists in the US workforce.

The COVID-19 pandemic caused more job losses among women.

While the tech sector has always faced issues with gender diversity, the COVID-19 pandemic made matters worse. Between February 2020 and January 2022, 1.1 million women—particularly mothers and women of color—disproportionately left the workforce, accounting for 63% of all jobs lost [4].

Some men left the labor force too, but they were able to reenter the job market during the pandemic while many women remained out of work.

Gender diversity in the sales team

2019   **2020**   **2021**

In 2019, half of our sales team identified as women.

But by the end of 2021, that number had dropped to 38%.

Through our recent hiring efforts in 2022, that number has only slightly increased to 41%.
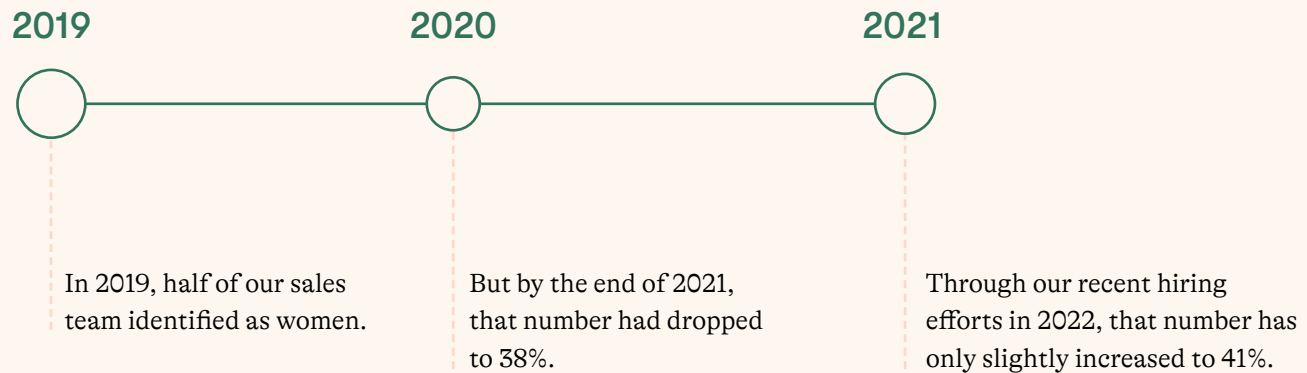
KEY TAKEAWAY

There's a lot of opportunity to improve here. While we were able to impact racial diversity as we grew the sales team, we only made incremental progress toward gender parity. We did see a significant change in gender diversity at the leadership level, though. Halfway through 2022, about 50% of our people managers on the sales team are women.

Gender diversity in the engineering team

2020

Midway through 2019, 24% of the engineering team identified as women or non-binary.

2021

That number fell to 18% by the end of 2021. Our engineering team had grown by nine engineers and, happily, experienced a low turnover. However, this meant that we had fewer opportunities to change the makeup of the team, and we took a step back in terms of gender diversity.

2022

As of mid-2022, the percentage of women and non-binary engineers on our team has gone up to 20%. It's because we saw a lot of growth in the first half of the year. In June of 2021, our engineering team had 27 people, and that number has grown to 63. Of our 2022 engineering hires, 22% identify as women or non-binary.

KEY TAKEAWAY

To close the gender gap in our engineering team over the course of time, we're going to continue to actively recruit folks who identify as women or non-binary. We also need to improve at recruiting and developing more junior talent because the candidate pool is usually more diverse at the junior levels than at the senior levels.

Looking ahead

At Wistia, we were fortunate to not have a high turnover during the pandemic, but we aren't immune to the challenges of achieving gender parity across the company. The systemic inequities facing women in tech, which were worsened by the pandemic, impacted the overall talent pool we recruit from and, in turn, our ability to make notable progress toward gender diversity even as we ramped up our hiring efforts.

While it can be disappointing to not move forward as much as we'd like in a given area, it helps to remember that we are, as a company, more diverse overall than we were several years ago. Remaining committed to this work—specifically recruiting and developing talent from underrepresented groups—should allow us to make some headway through 2024.
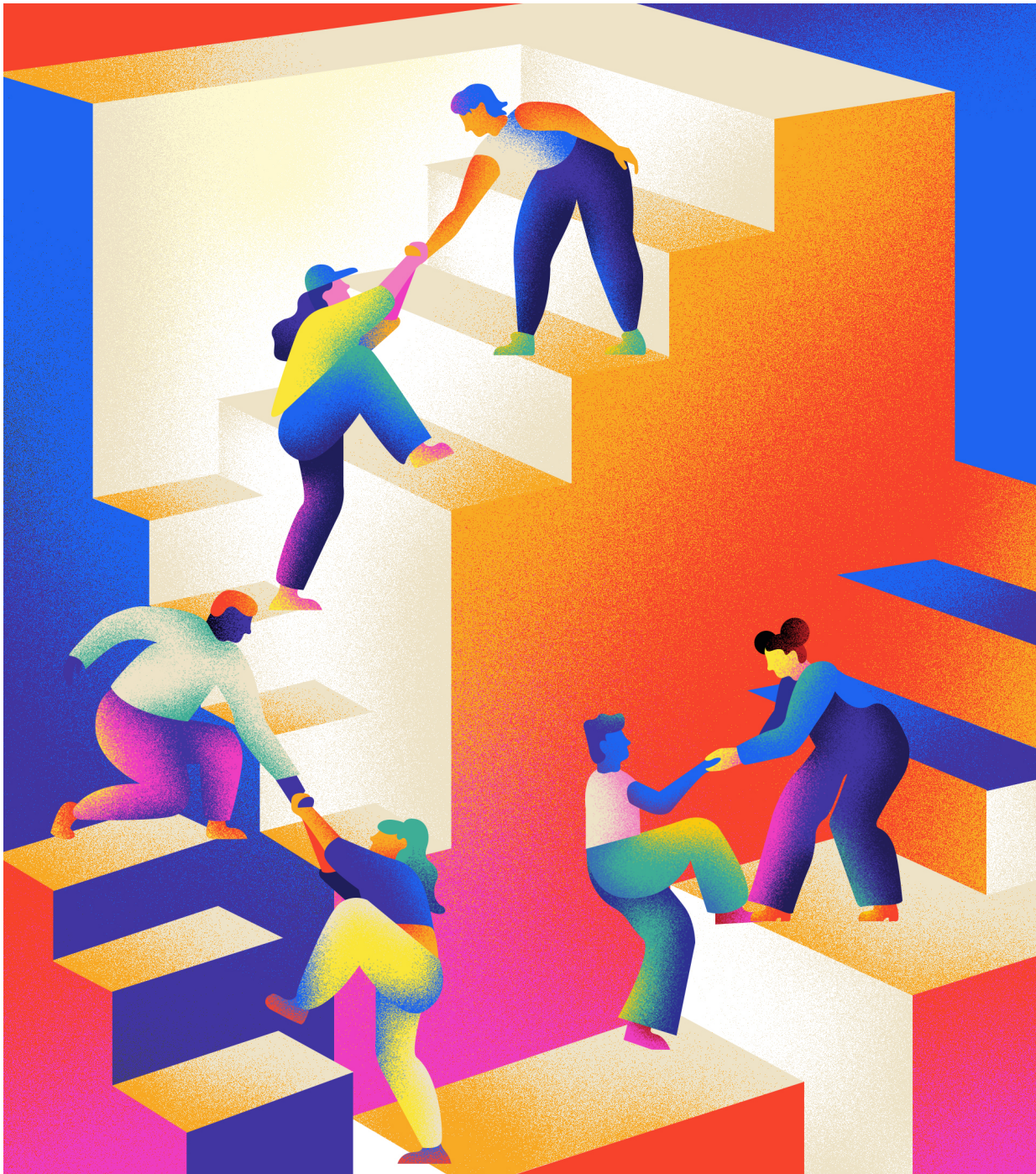
INSIGHT 3

Increasing diversity at the top of our organization will require more rigorous recruiting and investment in internal growth paths.

When we set out to achieve our DE&I vision, we knew that change would happen at different speeds across our organization. Diversifying the top levels of our company has proven to be the slowest and most challenging process.

This isn't surprising. Typically, in order for a person to gain the skills and experience needed to qualify for a senior or leadership position, they must have been given the opportunity and support to succeed elsewhere. Structural racism and enduring trends of gender disparity in the workplace have meant that those opportunities are not given fairly to women-identifying, non-binary, and BIPOC candidates. So when we're hiring for a senior or leadership position, we're generally recruiting from a limited pool of candidates from underrepresented groups.

This is a disappointing reality, and we need to overcome these hurdles to make the top levels of Wistia more diverse.

Increasing our internal investments and outbound efforts

Since we began tracking this data in 2019, we've found that the majority of the team leading the strategic direction of the business are men, and an even bigger majority are white. At the end of 2021, 62% of our directors and above identified as men, and 76% were white. We clearly have a lot of work cut out for us in this area, so we're taking two proactive approaches:

When hiring externally, extend our searches and apply extra rigor in fielding a diverse slate.

Because Wistia is a small company, we often have to hire quickly to complete new work or to grow a team that needs help right away. But to diversify the senior levels of our organization, we need to give ourselves more time. We need to look longer and harder for more diversity in the talent pool when hiring externally. And where possible, we need to consider folks with skills and potential, even if they have less of a traditional "track record."

Invest in and support the growth of people internally.

Our goal is to help more diverse individuals grow into senior and management roles, so we need to offer even more professional development opportunities to Wistians across the organization. In the near term, we're exploring coaching, coursework, training, and workshops, but it will take time to understand what will have the biggest impact on our team. We'll also need to learn how to support this growth while retaining people in the most competitive market for talent.

For these approaches to be successful, we need to be more predictive about how our team will grow. In times of foreseeable growth, we'll be able to plan for senior positions with greater intention rather than out of necessity. If we can anticipate where we'll need senior talent in the mid- and long-term, we can identify more opportunities to nurture our own junior talent and start candidate searches earlier.

A climate of economic uncertainty, however, requires more reactive planning and often changes the urgency of hiring cycles. This makes it difficult to see how our leadership roles will change in the near-term. We're hoping that a larger candidate pool will offset these challenges and allow us to field a more diverse slate of candidates faster than we experienced in 2021. We'll also need to focus more on creatively investing in internal growth opportunities. We're confident in these approaches moving forward, but we also anticipate learning a lot as we go.

Diverstia

The Data

OK. Let's talk data. Demographic benchmarks can offer guidance and perspective when it comes to measuring progress, but we still need to acknowledge the many dimensions of each individual's identity (gender identity, race, religion, nationality, orientation, education, neurotype, etc.) and the diversity they bring to our company or a given team. Everyone is far more than just a label or a number in a data set.

While tracking our progress is important, we've decided to avoid using quotas to drive progress in building a more diverse team. There are a few reasons for this. For one, teams differ from each other and what adds diversity to one may be overrepresented in another. Second, we're never going to hire someone just because of their demographics. We hire talented, good people. Period. No member of our team should feel tokenized or that they were hired for anything other than the skills they bring to our organization. We also don't want to inadvertently exclude different identities when setting our goals.

We're striving to build a culture of seeking and celebrating difference by using data to better understand how homogeneous our teams are and then proactively seeking diversity of all kinds without prescribing arbitrary ratios to specific labels.

We direct all of our new hires to optional fields in our HR system to identify aspects of their identity. We also explain how we use this information—to

track progress, better understand engagement, and get deeper insights from our anonymized surveys about the different experiences folks have at Wistia. We've changed these options and labels over time as we've received feedback from our team and seen more identities represented in our community—and we expect to continue to evolve.

For example, Wistians used to only be able to identify themselves by their biological sex through our system, not by their gender identity. We added more inclusive options with accurate terminology. Additionally, we've changed how people are able to identify their race. In the past, we only captured a single element of racial identity—"Asian," "White," or "multiracial," for example. Now, Wistians can select all the races they identify as instead of simply saying they are multiracial.

For this report, any Wistian who identifies as more than one race falls into the "two or more races" category. This means that if someone identifies as Black and also Latine, they are counted here as "two or more races," and not counted as a Black or

Latine employee. On our website, we share the full picture of people's identities in our data so someone identifying as Black and Latine would show up in both categories. Because every individual represents a complex makeup of identities, there is no perfect or "right" way to share this data, but we've done our best to be as thoughtful and transparent as possible.
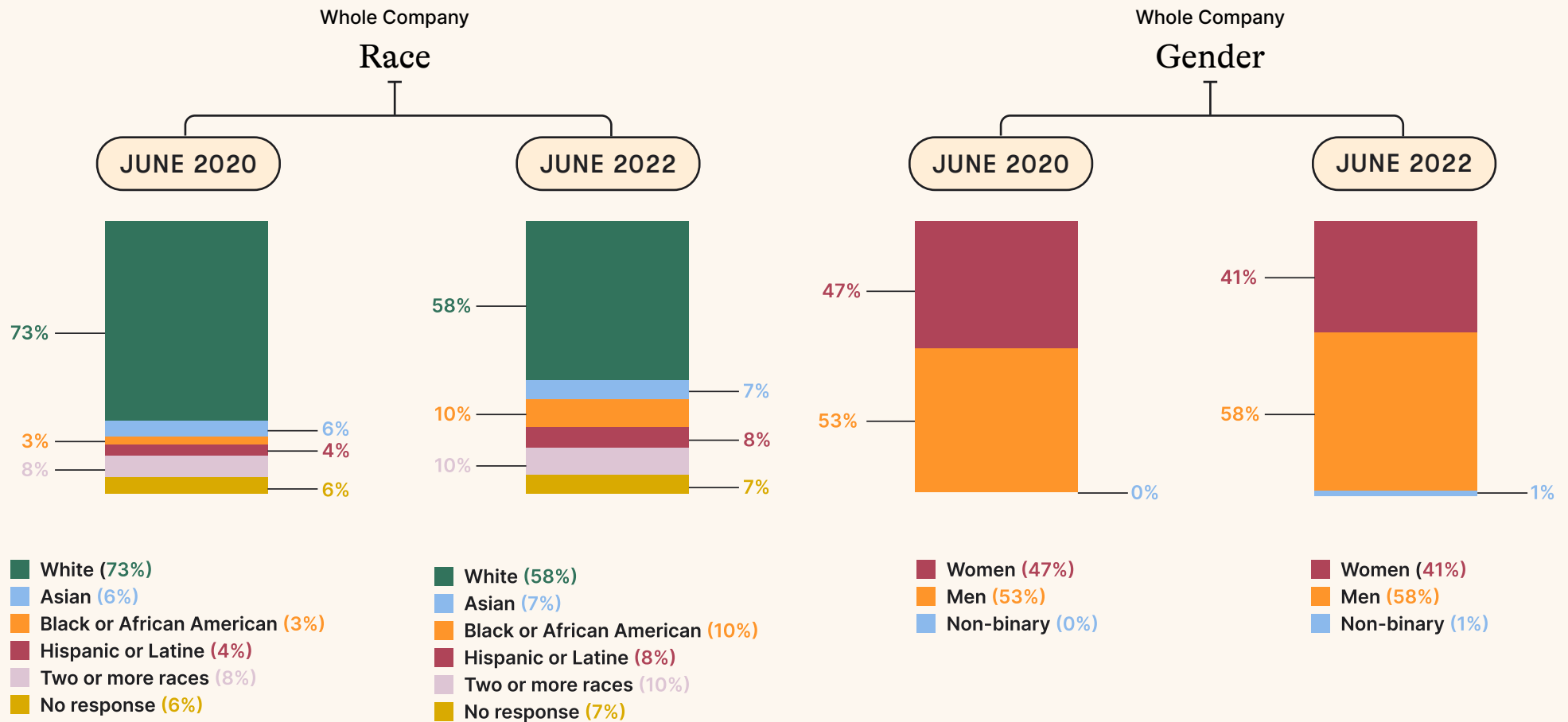
We aim to be at least as diverse as Suffolk County, Massachusetts, where we are headquartered. Expanding our range of perspectives to match the range that exists in our community outside of Wistia will allow our teams to understand our customers' needs better and provide the solutions they're looking for. The Suffolk County data doesn't represent an endpoint for us, though, and we recognize there is no finish line to this work.

With that said, here's our workforce data from 2020, 2021, and the first half of 2022. All labeling is representative of how we gathered data at the time it was collected.
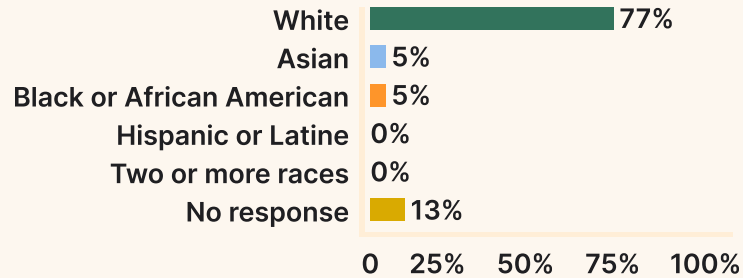
DIVERSTIA: THE DATA

Since we recast our long-term DE&I vision in 2020,
our whole company looks much different today
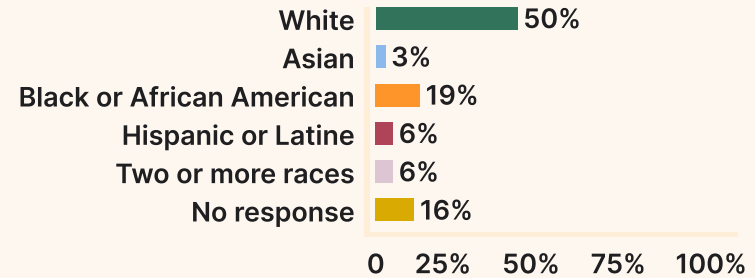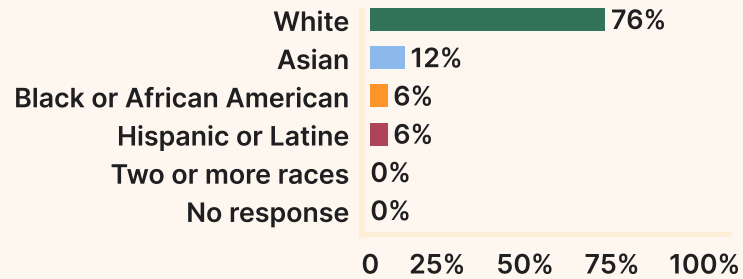from just two years ago.

Whole Company
Race

JUNE 2020

- 73%
- 6%
- 3%
- 4%
- 8%
- 6%

■ White (73%)
■ Asian (6%)
■ Black or African American (3%)
■ Hispanic or Latine (4%)
■ Two or more races (8%)
■ No response (6%)

JUNE 2022

- 58%
- 7%
- 10%
- 8%
- 10%
- 7%

■ White (58%)
■ Asian (7%)
■ Black or African American (10%)
■ Hispanic or Latine (8%)
■ Two or more races (10%)
■ No response (7%)

Whole Company
Gender

JUNE 2020

- 47%
- 53%
- 0%

■ Women (47%)
■ Men (53%)
■ Non-binary (0%)

JUNE 2022

- 41%
- 58%
- 1%

■ Women (41%)
■ Men (58%)
■ Non-binary (1%)

DIVERSTIA: THE DATA

SALES

June 2020: Race

Category	Percentage
White	77%
Asian	5%
Black or African American	5%
Hispanic or Latine	0%
Two or more races	0%
No response	13%

June 2022: Race

Category	Percentage
White	50%
Asian	3%
Black or African American	19%
Hispanic or Latine	6%
Two or more races	6%
No response	16%

MARKETING

June 2020: Race

Category	Percentage
White	76%
Asian	12%
Black or African American	6%
Hispanic or Latine	6%
Two or more races	0%
No response	0%

June 2022: Race

Category	Percentage
White	72%
Asian	12%
Black or African American	8%
Hispanic or Latine	4%
Two or more races	0%
No response	4%

ENGINEERING

June 2020: Race

Category	Percentage
White	74%
Asian	6%
Black or African American	0%
Hispanic or Latine	0%
Two or more races	13%
No response	7%

June 2022: Race

Category	Percentage
White	58%
Asian	7%
Black or African American	2%
Hispanic or Latine	11%
Two or more races	13%
No response	9%

DIVERSTIA: THE DATA

HAPPINESS

June 2020: Race

White	47%
Asian	6%
Black or African American	6%
Hispanic or Latine	12%
Two or more races	23%
No response	6%

June 2022: Race

White	56%
Asian	11%
Black or African American	6%
Hispanic or Latine	11%
Two or more races	11%
No response	5%

PRODUCT

June 2020: Race

White	80%
Asian	0%
Black or African American	20%
Hispanic or Latine	0%
Two or more races	0%
No response	0%

June 2022: Race

White	46%
Asian	8%
Black or African American	8%
Hispanic or Latine	8%
Two or more races	23%
No response	7%

PRODUCT DESIGN

June 2020: Race

White	80%
Asian	10%
Black or African American	0%
Hispanic or Latine	0%
Two or more races	0%
No response	10%

June 2022: Race

White	44%
Asian	0%
Black or African American	33%
Hispanic or Latine	0%
Two or more races	23%
No response	0%

SUCCESS

June 2020: Race

N/A (too small of a sample)

June 2022: Race

Race	Percentage
White	60%
Asian	20%
Black or African American	10%
Hispanic or Latine	10%
Two or more races	0%
No response	0%

0 25% 50% 75% 100%
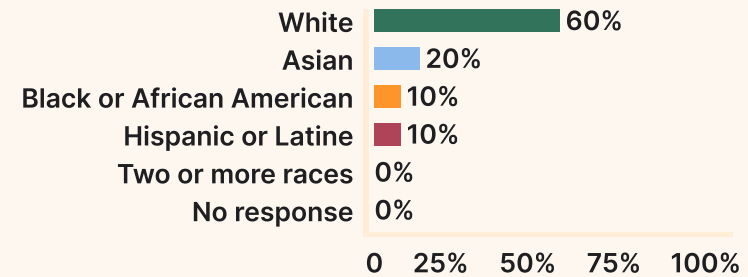
PEOPLE OPS

June 2020: Race

N/A (too small of a sample)

June 2022: Race

Race	Percentage
White	64%
Asian	0%
Black or African American	22%
Hispanic or Latine	0%
Two or more races	14%
No response	0%

0 25% 50% 75% 100%

SALES

June 2020: Gender

50% Women ▶
50% Men ▶
0% Non-binary ▶

75%
25%
50%

June 2022: Gender

41% Women ▶
59% Men ▶
0% Non-binary ▶

75%
25%
50%

MARKETING

June 2020: Gender

65% Women ▶
35% Men ▶
0% Non-binary ▶

75%
25%
50%

June 2022: Gender

56% Women ▶
44% Men ▶
0% Non-binary ▶

75%
25%
50%

ENGINEERING

June 2020: Gender

23% Women ▶
77% Men ▶
0% Non-binary ▶

75%
25%
50%

June 2022: Gender

18% Women ▶
80% Men ▶
2% Non-binary ▪

75%
25%
50%

HAPPINESS

June 2020: Gender

53% Women ▸
47% Men ▸
0% Non-binary ▸

75%   25%
50%

June 2022: Gender

67% Women ▸
33% Men ▸
0% Non-binary ▸

75%   25%
50%
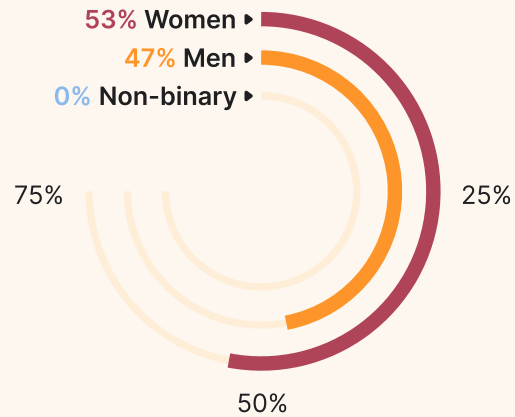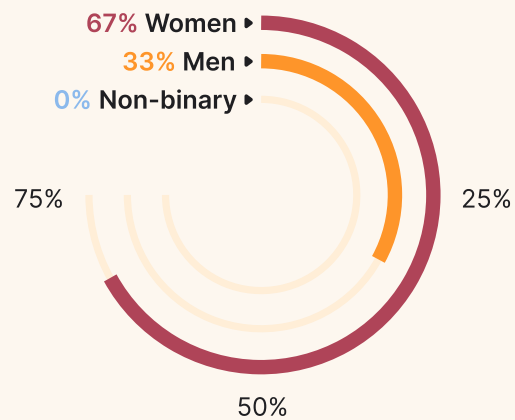
PRODUCT

June 2020: Gender

40% Women ▸
60% Men ▸
0% Non-binary ▸

75%   25%
50%

June 2022: Gender

33% Women ▸
58% Men ▸
8% Non-binary ▸

75%   25%
50%
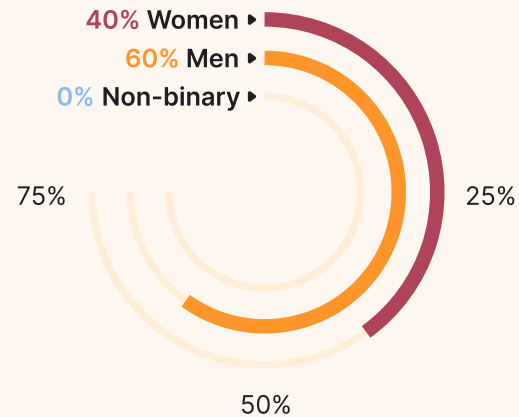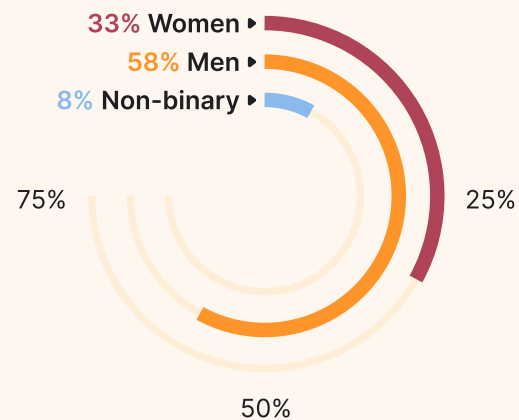
PRODUCT DESIGN

June 2020: Gender
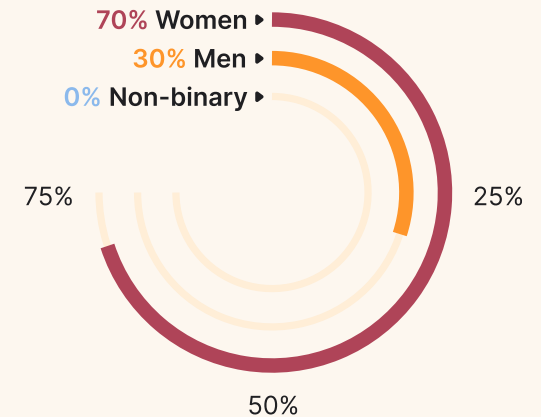
70% Women ▸
30% Men ▸
0% Non-binary ▸

75%   25%
50%

June 2022: Gender

44% Women ▸
56% Men ▸
0% Non-binary ▸

75%   25%
50%

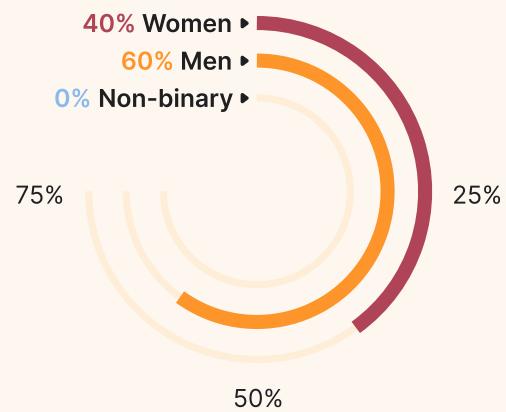# DIVERSTIA: THE DATA
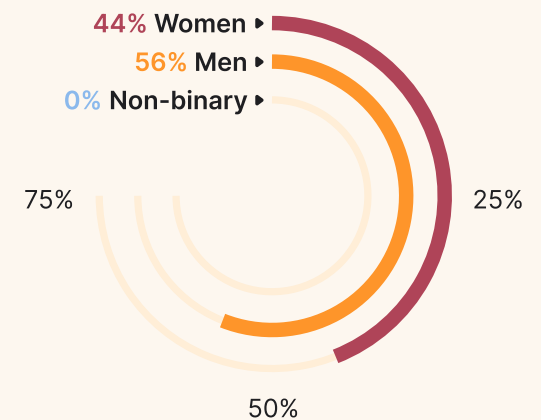
June 2020: Gender

N/A (too small of a sample)

June 2020: Gender

N/A (too small of a sample)

June 2022: Gender

40% Women ▸
60% Men ▸
0% Non-binary ▸

75%   25%

50%

June 2022: Gender

64% Women ▸
36% Men ▸
0% Non-binary ▸

75%   25%

50%
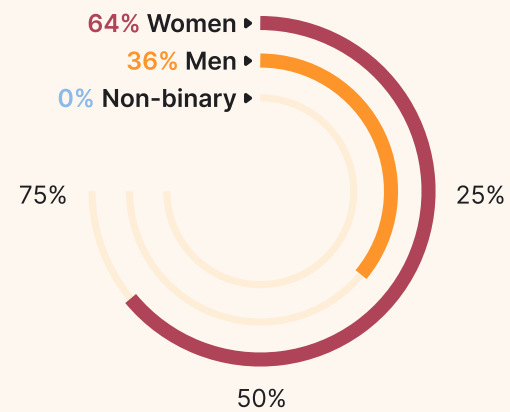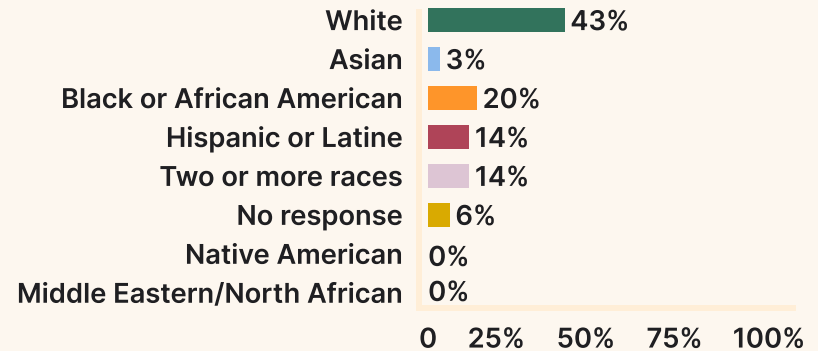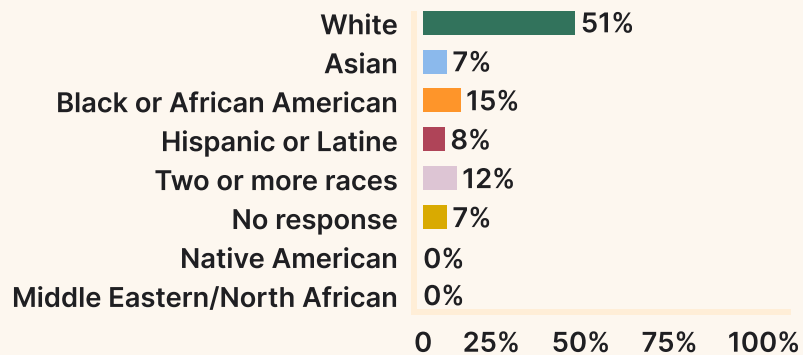
New Hires

Proactive recruiting has had the biggest impact on our team, and our hiring classes since 2020 have been the most diverse in Wistia history.
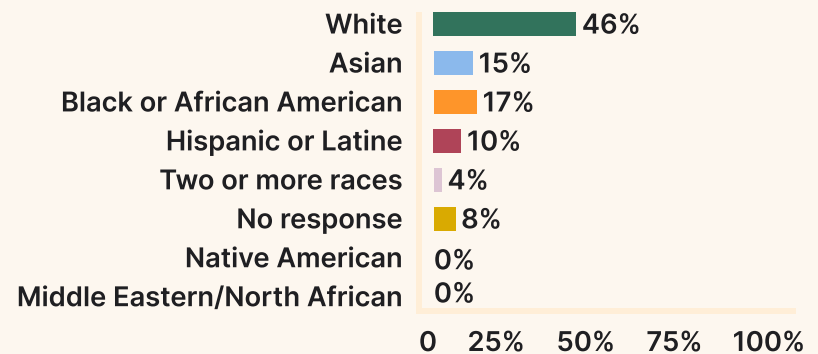
New Hires
2020: Race

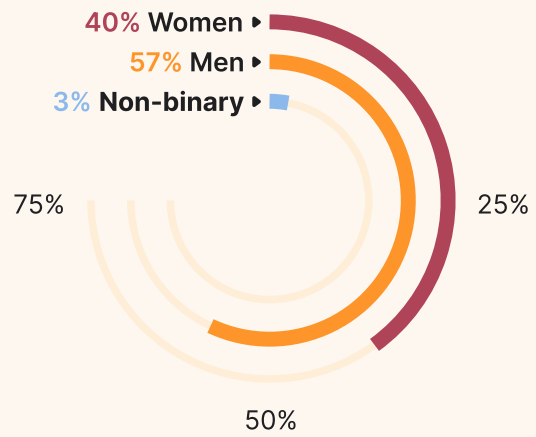|	
White	43%
Asian	3%
Black or African American	20%
Hispanic or Latine	14%
Two or more races	14%
No response	6%
Native American	0%
Middle Eastern/North African	0%

0 25% 50% 75% 100%

New Hires
2021: Race

White	51%
Asian	7%
Black or African American	15%
Hispanic or Latine	8%
Two or more races	12%
No response	7%
Native American	0%
Middle Eastern/North African	0%

0 25% 50% 75% 100%

New Hires
H1 2022: Race

White	46%
Asian	15%
Black or African American	17%
Hispanic or Latine	10%
Two or more races	4%
No response	8%
Native American	0%
Middle Eastern/North African	0%

0 25% 50% 75% 100%

New Hires
2020: Gender

40% Women ▸
57% Men ▸
3% Non-binary ▸ ▪

75%   25%

50%

New Hires
2021: Gender

42% Women ▸
57% Men ▸
0% Non-binary ▸

75%   25%

50%

New Hires
2022: Gender

50% Women ▸
46% Men ▸
4% Non-binary ▸ ▪

75%   25%

50%

DIVERSTIA: THE DATA

Wistia: January 2020 to June 2022

Whole Company
2020: Race

Race	%
White	71%
Asian	4%
Black or African American	7%
Hispanic or Latine	6%
Two or more races	9%
No response	3%
Native American	0%
Middle Eastern/North African	0%

Whole Company
2021: Race

Race	%
White	65%
Asian	5%
Black or African American	9%
Hispanic or Latine	8%
Two or more races	12%
No response	1%
Native American	0%
Middle Eastern/North African	0%

Whole Company
H1 2022: Race

Race	%
White	58%
Asian	7%
Black or African American	10%
Hispanic or Latine	8%
Two or more races	10%
No response	7%
Native American	0%
Middle Eastern/North African	0%

DIVERSTIA: THE DATA

Wistia: January 2020 to June 2022

Whole Company
2020: Gender

40% Women ▸
56% Men ▸
4% Non-binary ▸

75%
25%
50%
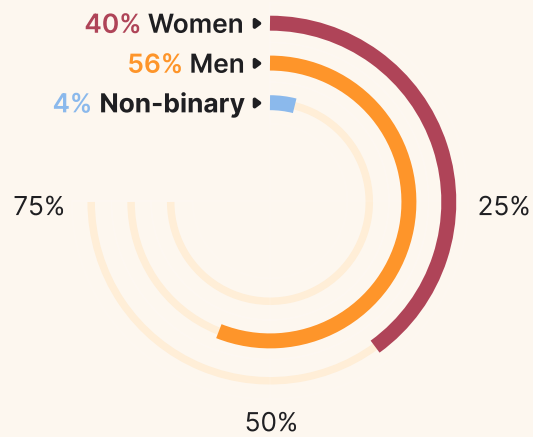
Whole Company
2021: Gender

40% Women ▸
59% Men ▸
1% Non-binary ▸

75%
25%
50%

Whole Company
H1 2022: Gender

41% Women ▸
58% Men ▸
1% Non-binary ▸

75%
25%
50%
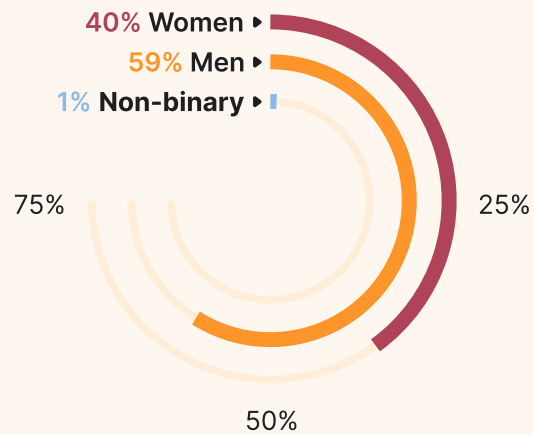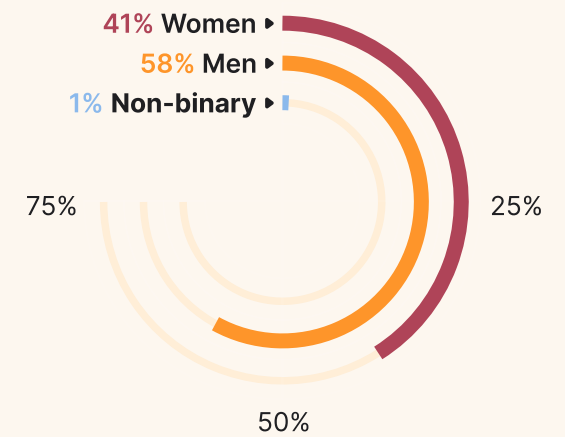
DIVERSTIA: THE DATA

Wistia: January 2020 to June 2022

People Managers
2020: Race

Race	Percentage
White	77%
Asian	3%
Black or African American	6%
Hispanic or Latine	0%
Two or more races	10%
No response	4%
Native American	0%
Middle Eastern/North African	0%

People Managers
2021: Race

Race	Percentage
White	74%
Asian	0%
Black or African American	10%
Hispanic or Latine	0%
Two or more races	16%
No response	0%
Native American	0%
Middle Eastern/North African	0%

People Managers
H1 2022: Race

Race	Percentage
White	65%
Asian	7%
Black or African American	5%
Hispanic or Latine	0%
Two or more races	18%
No response	5%
Native American	0%
Middle Eastern/North African	0%

People Managers
2020: Gender

42% Women ▸
58% Men ▸
0% Non-binary ▸

75%   25%

50%
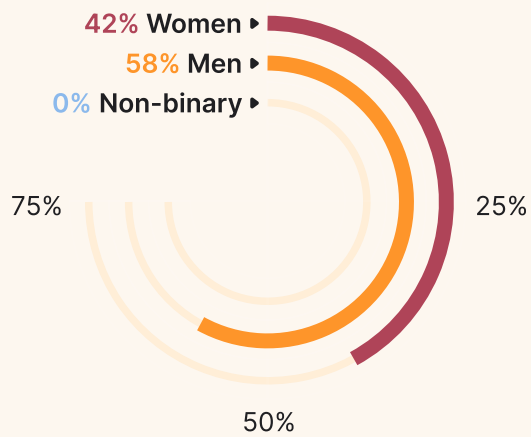
People Managers
2021: Gender

32% Women ▸
68% Men ▸
0% Non-binary ▸

75%   25%

50%
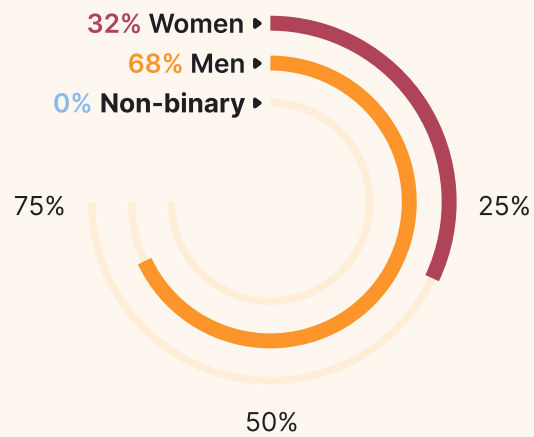
People Managers
H1 2022: Gender
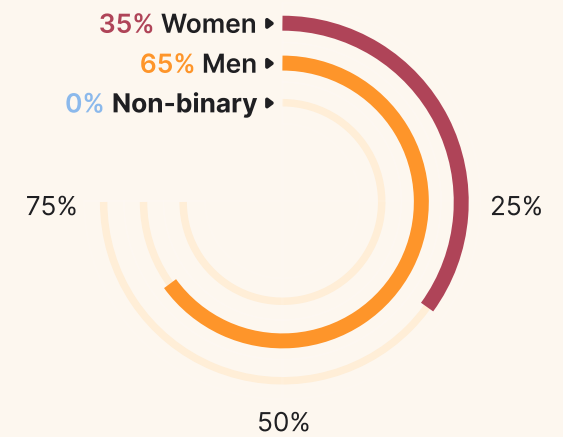
35% Women ▸
65% Men ▸
0% Non-binary ▸

75%   25%

50%

DIVERSTIA: THE DATA

Wistia: January 2020 to June 2022

Directors and Above

2020: Race

Race	Percentage
White	82%
Asian	5%
Black or African American	5%
Hispanic or Latine	0%
Two or more races	9%
No response	0%
Native American	0%
Middle Eastern/North African	0%

0 25% 50% 75% 100%

Directors and Above

2021: Race

Race	Percentage
White	83%
Asian	0%
Black or African American	0%
Hispanic or Latine	0%
Two or more races	17%
No response	0%
Native American	0%
Middle Eastern/North African	0%

0 25% 50% 75% 100%

Directors and Above

H1 2022: Race

Race	Percentage
White	77%
Asian	10%
Black or African American	0%
Hispanic or Latine	0%
Two or more races	13%
No response	0%
Native American	0%
Middle Eastern/North African	0%

0 25% 50% 75% 100%
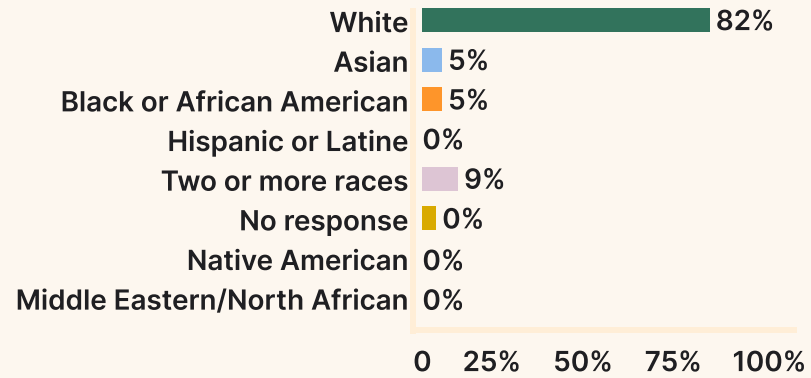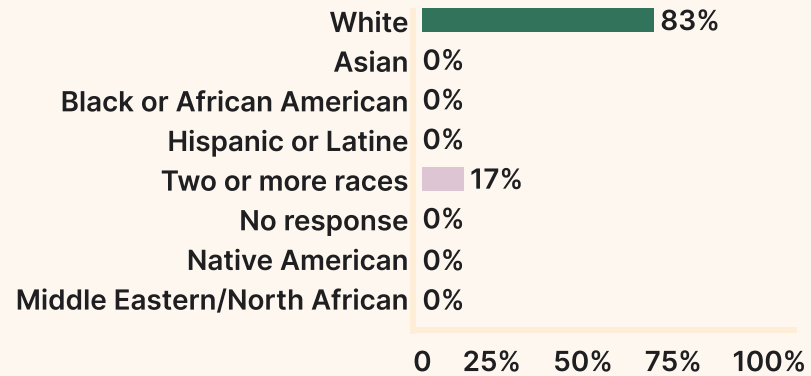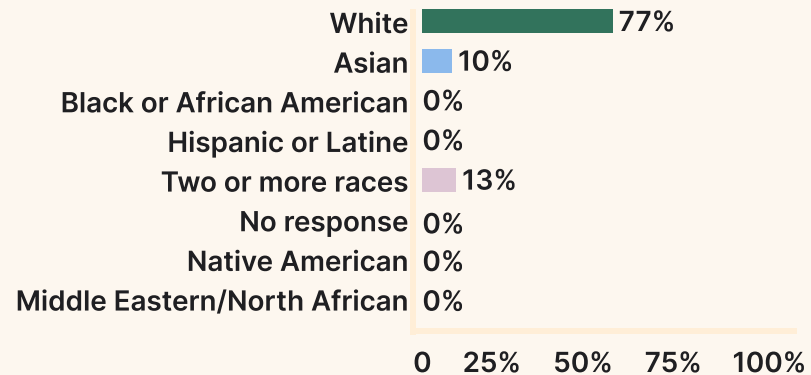
DIVERSTIA: THE DATA

Wistia: January 2020 to June 2022

Directors and Above
2020: Gender

41% **Women** ▸
55% **Men** ▸
5% **Non-binary** ▸

75% — 25% — 50%
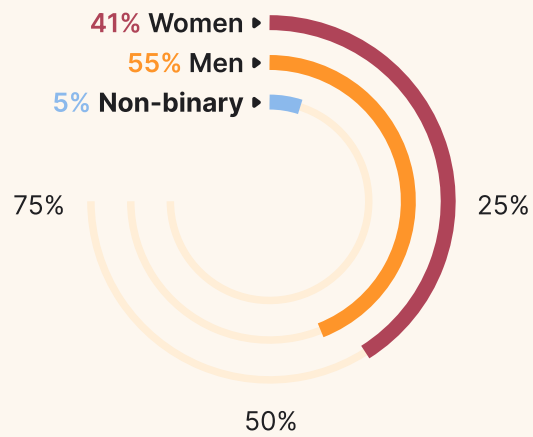
Directors and Above
2021: Gender

42% **Women** ▸
58% **Men** ▸
0% **Non-binary** ▸

75% — 25% — 50%
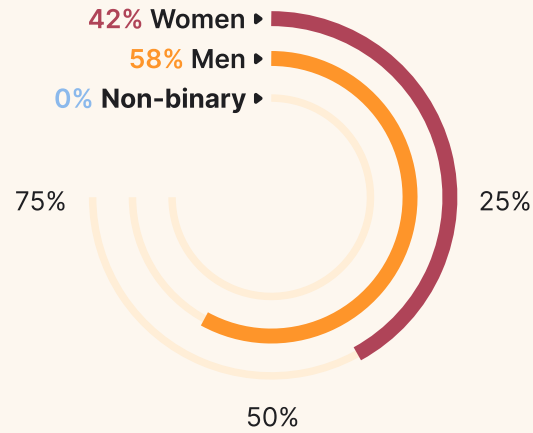
Directors and Above
H1 2022: Gender
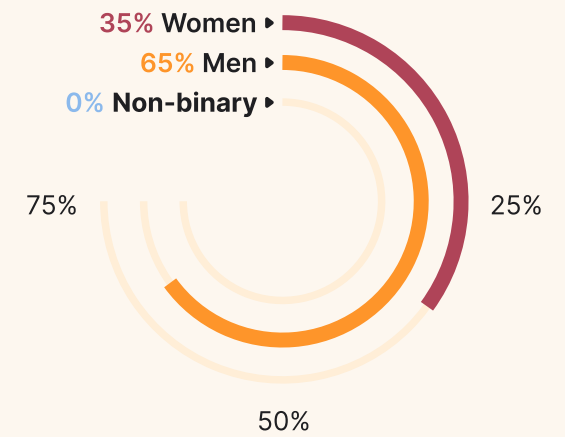
35% **Women** ▸
65% **Men** ▸
0% **Non-binary** ▸

75% — 25% — 50%

DIVERSTIA: THE DATA

Wistia: January 2020 to June 2022

Whole Company
2020: Age

- **40%** 29 & under ▸
- **27%** 30-34 ▸
- **23%** 35-39 ▸
- **10%** 40+ ▸

75% · 25% · 50%

Whole Company
2021: Age

- **32%** 29 & under ▸
- **38%** 30-34 ▸
- **20%** 35-39 ▸
- **10%** 40+ ▸

75% · 25% · 50%

Whole Company
H1 2022: Age

- **35%** 29 & under ▸
- **35%** 30-34 ▸
- **19%** 35-39 ▸
- **11%** 40+ ▸

75% · 25% · 50%
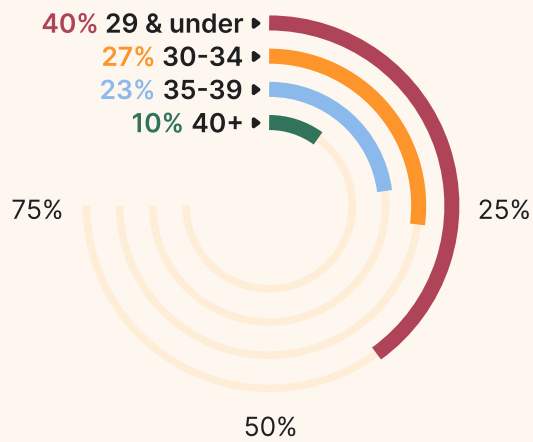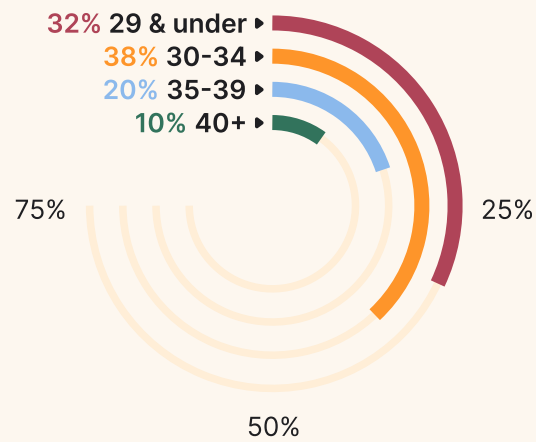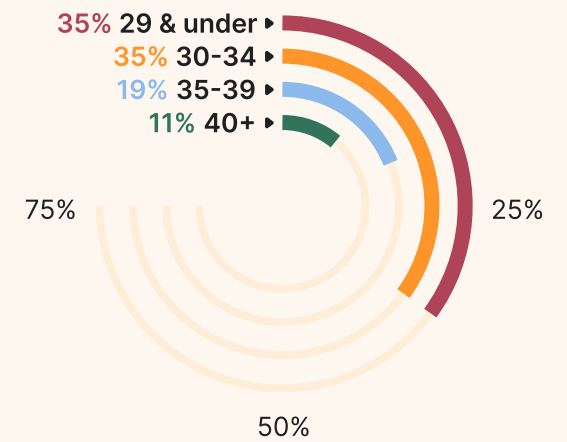
DIVERSTIA: THE DATA

Wistia: January 2020 to June 2022

Whole Company
2020: Orientation

74%
16%
5%
5%

75%   25%

50%
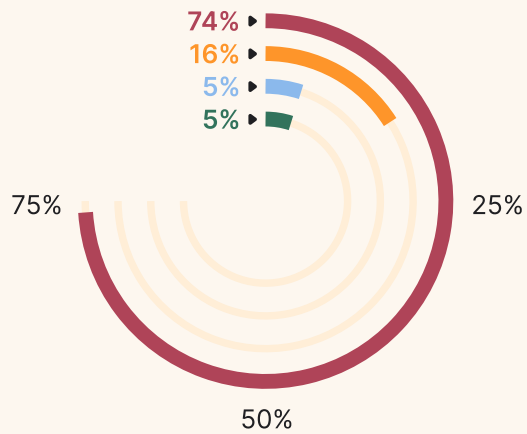
Whole Company
2021: Orientation

73%
15%
4%
8%

75%   25%

50%
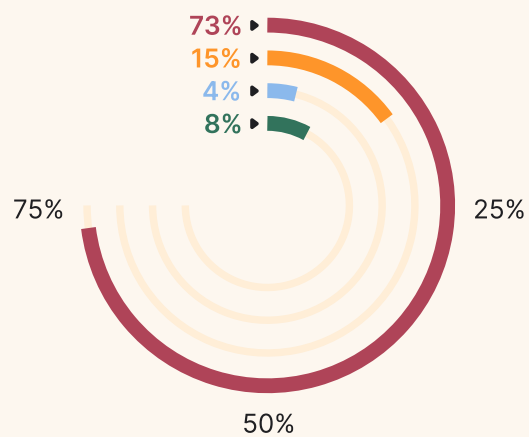
Whole Company
H1 2022: Orientation

69%
16%
3%
12%

75%   25%

50%
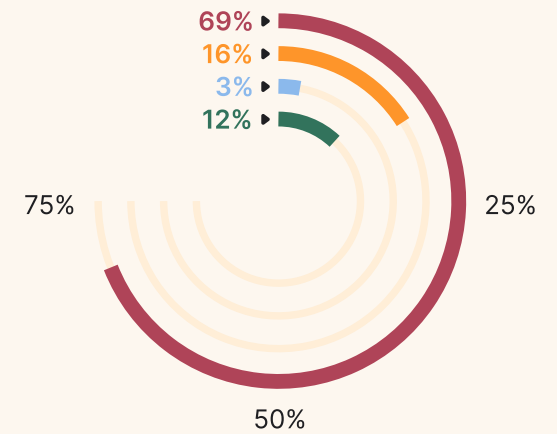
I do not identify as part of the LGBTQ+ community

I identify as part of the LGBTQ+ community

I prefer not to share

No response

Whole Company
2020: Caregiver Status

- 20% I identify as a caregiver
- 62% I identify as a non-caregiver
- 4% I prefer not to share
- 14% No response

75% 25% 50%

Whole Company
2021: Caregiver Status

- 16% I identify as a caregiver
- 66% I identify as a non-caregiver
- 2% I prefer not to share
- 16% No response

75% 25% 50%

Whole Company
H1 2022: Caregiver Status

- 14% I identify as a caregiver
- 65% I identify as a non-caregiver
- 2% I prefer not to share
- 19% No response

75% 25% 50%

Legend:
- I identify as a caregiver
- I identify as a non-caregiver
- I prefer not to share
- No response
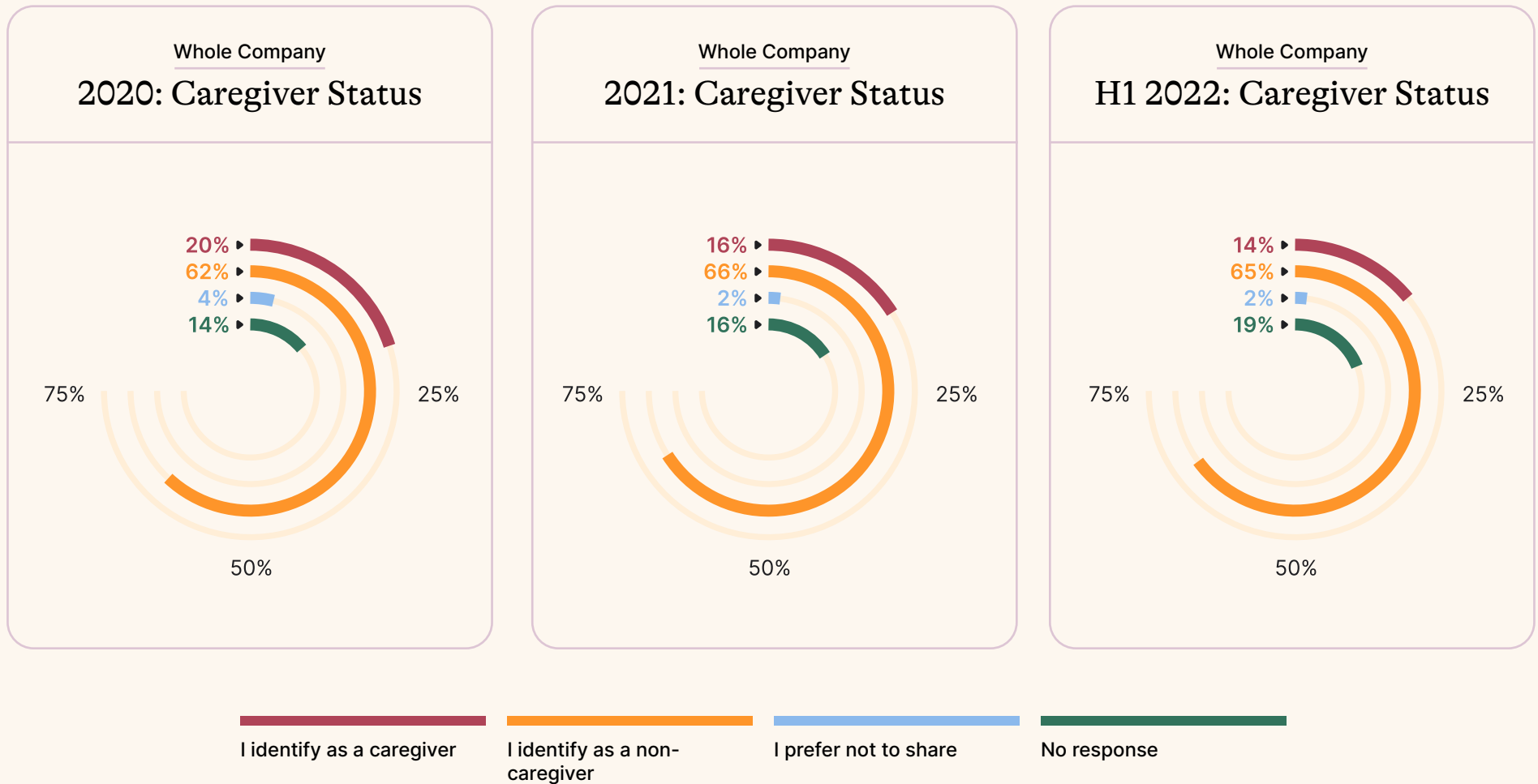
Racial Diversity

Whole Company

On Track

Racial Diversity

People Managers

On Track
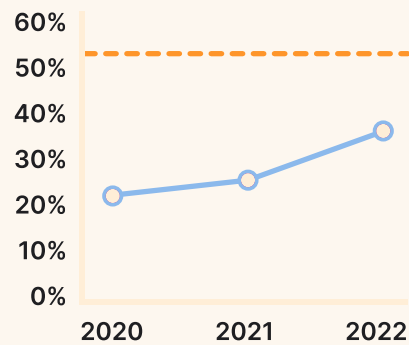
Racial and Gender Diversity

Directors and Above

Needs Work

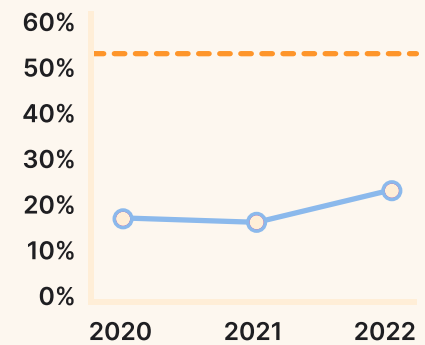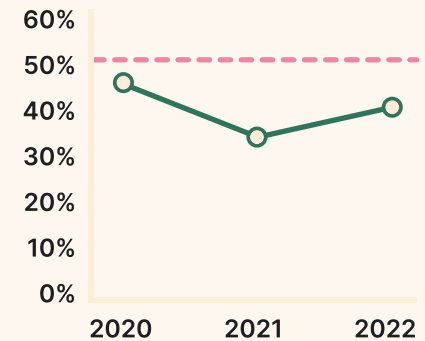- - - - - Percentage of Suffolk County residents who identify as BIPOC

───── Percentage of Wistians who identify as BIPOC

- - - - - Percentage of Suffolk County residents who identify as women or non-binary

───── Percentage of Wistians, director level and above, who identify as women or non-binary

DE&I at Wistia:

Building a culture of diversity, equity, and inclusion

At Wistia, building a diverse team and an inclusive culture goes way beyond the numbers. We want to foster a culture that every Wistian is proud to carry forward, so we're striving to create a workplace where everyone feels a deep sense of belonging and is comfortable bringing their fullest self to work. Here are some of the ways we've invested in our team and operations to support these goals and reinforce the pillars of our DE&I plan:

Building the team

A transparent growth framework

In 2020, we realized that every Wistian needed a clear view of where they stood in terms of their career and the areas they would need to develop to grow within the company. This would help everyone cultivate their own strengths and create the biggest impacts at Wistia. So we put together a careers framework with easy-to-understand pathways for growth and criteria for promotions across all teams. This makes promotion decisions and discussions about individual careers at Wistia more objective and less likely to be influenced by affinity and other forms of bias.

Equitable compensation

Systemic gender- and race-based inequities have resulted in wage gaps for historically excluded groups. In order to build a truly equitable and inclusive workplace, we needed to bring more transparency to how folks are compensated at Wistia.

We created a compensation framework that assigns salary ranges to specific roles and job levels—and we based it on thoroughly researched market data. This means folks in the same roles or job levels are compensated equitably. Each Wistian's salary is determined by their own performance and the amount of time they've spent in their role, but regardless of tenure, their salary always falls within the range that's set for their role or job level.

Updated parental leave policy

We updated our parental leave policy to offer 16 weeks of paid time off to all new parents, including mothers, fathers, non-binary parents, foster parents, and adoptive parents. Our policy gives parents the freedom to schedule the leave however they like within the first year.

We believe that this policy gives new parents the time they need away from work to bond with and care for the new addition(s) to their families. When we introduced this policy, we had under 100 team members, and we were curious to see how we'd manage. Since January of 2021, we've had 20 parents use this benefit, and we've been able to effectively manage and support a total of 320 weeks of parental leave.

Working together

Wistia's Code of Conduct

No culture is immune to the deeply entrenched systemic inequities in the US, so it became mission-critical for us to work together to create a safe space where Wistians can bring their full selves to work.

In the spring of 2021, we launched a code of conduct to clearly define "house rules" for what matters to our organization, including our expectations for how we treat one another and behaviors we won't accept in our workplace. Our code of conduct aims to not only delineate how and when to raise and discuss missteps, but also how we expect people to respectfully respond to the concerns raised against them and correct their own behaviors going forward. Laying out those two expectations and having them work in tandem with one another ensures sustainability in building an inclusive culture.

A more engaging place to work

Employee Resource Groups are crucial for supporting employees and amplifying diverse voices and perspectives within the organization. ERGs host events throughout the year to build community amongst Wistians with shared identities, engage the intersectionality of the people who make up the workplace, and energize allyship and advocacy. They provide a critical medium for discussion and action, and they assist in shaping an equitable experience for all employees during their journey at Wistia.

In 2021, we created a budget for groups to create ERG- or company-facing events (at their discretion), and our Operations team assisted with planning logistics. Some events our ERGs have hosted include gift cards distributed to all team members to support Black-owned restaurants during Black History Month, a show tune performance hosted in our event space during Pride month, and a dance class during Latinx Heritage Month.

Social impact

A Better Workplace

In 2021, Wistia's VP of People, Jane Jaxon, and DE&I Program Manager, Colin Dinnie, co-hosted *A Better Workplace*, a podcast about diversity, equity, and inclusion in the workplace. By being transparent about our own DE&I learning process, we were able to engage with subject matter experts on equitable compensation, transgender issues, diversity training, company policy, and challenges that members of equity-seeking groups face every day.
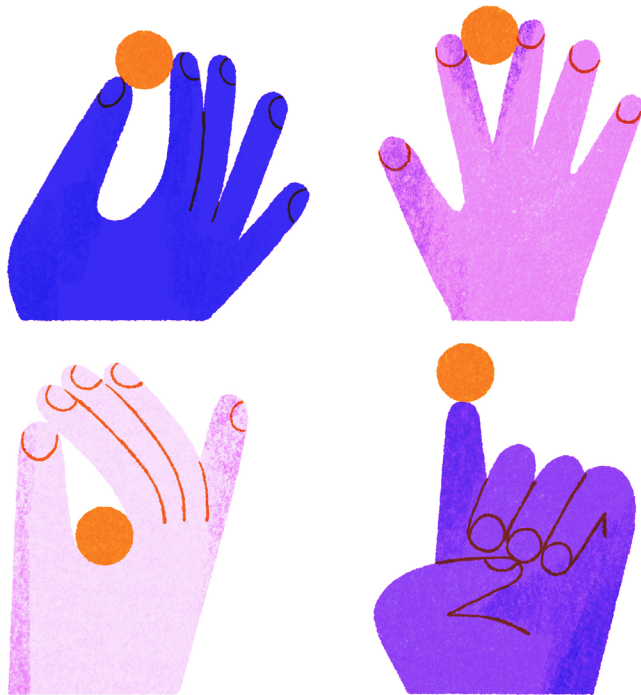
Wistia Gives Back

In 2020, we started Wistia Gives Back as an annual charitable initiative because we wanted to contribute to our community more consistently and transparently. Each year, we set aside a fixed percentage of our earnings before interest, taxes, depreciation, and amortization (EBITDA) to be donated across 10 charities. That amount is divided equally among all Wistians, who get to both choose the organizations and decide how to direct their own share of the contribution.

As Wistia grows, our charitable giving to the community grows, too. In 2021, we donated $185,000 to 10 organizations primarily focused on advancing experiences or opportunities for members of equity-seeking groups.

Building inclusive and accessible products

At Wistia, we're committed to doing our part to make the web more inclusive and accessible. In 2020, we set out to increase the number of internet videos that are accessible to everyone by making accessibility the core of our product. We've made our player compliant with the Web Content Accessibility Guidelines (WCAG) 2.1 Level AA, and we added a checklist to help Wistia users make their videos and podcasts more accessible.

DE&I at Wistia: 2022 so far

In the two years following the events of summer 2020, we've had the opportunity to learn, grow, and better understand how we can lay a foundation for sustainable change at Wistia. We hope that this report is a reflection of those efforts.

When crafting this report, it was important for us to maintain transparency and communicate honestly. We wanted to take care to tell the story that was there, not one that would put us in the best light. We agreed to allow space for both successes and shortcomings. This helped us illustrate the iterative nature of this work and how critical it is to evaluate our processes to ensure they are serving the initiatives that have been set forth for our organization.

As we near the end of 2022 and look ahead to 2023, we'll continue our inclusive interview and hiring practices. Through their implementation, we've been able to make steady progress toward diversifying our team, assisting our hiring managers and interviewers with bias mitigation, and providing a more fair and equitable experience for candidates.

We also plan to continue to invest in career growth and development with a focus on providing more equitable opportunities for employees during their journey at Wistia. Part of building a strong team is retaining the diverse talent recruited within the organization and being proactive in identifying ways we can best support that growth.

Lastly, we'll be investing in training and development to increase the entire team's DE&I literacy and to better understand both the ways we can improve across all levels of the organization and how every Wistian can impact inclusion and belonging here. We plan to build out different learning cohorts (e.g. by level, or role, or identity, depending on the training) and spend more time specifically educating and empowering our leaders to have an impact on this work.

We look forward to sharing where we are next year, and we encourage other organizations to do the same. The more we share our journeys, the more we can grow and learn together. We certainly haven't gotten everything right, but we have building blocks to work with, a vision to hold us accountable, and an energized team to continue the work.

See you in 2023!

Colin Dinnie
Diversity, Equity, and Inclusion Program Manager

SOURCES

1. Women account for only 25% of the workforce at large technology companies. →

2. 78% of women working in science, technology, engineering, and mathematics (STEM) fields reported experiencing gender discrimination in primarily male workplaces. →

3. One study found that women had to be 2.5 times more productive than their male peers to be rated technically competent by senior reviewers. →

4. The pandemic shut down schools and daycares everywhere, causing many mothers to stop working to shoulder the majority of childcare responsibilities. Women of color had more difficulty finding jobs due to conscious and unconscious bias. →

ILLUSTRATOR CREDITS

1. Mar Hernández: pages 12, 21, 45
2. Celia Jacobs: pages 5, 7, 8
3. Jordan Moss: cover, pages 17, 18, 20