



CloudBees®

Brand & Culture Book



The origin of the name CloudBees[®] stems from the importance of the cloud to the future of IT and bees, who are hard working, disciplined, collaborative, and cherish teamwork.

Cloud /klood/
noun

Networked computing facilities providing remote data storage and processing services via the internet.

Bee /bē/
noun

An insect characterized by being of the family. Collects honey and lives in communities; works together for a mission larger than itself.



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Brand Platform



GLOBAL
BUSINESS TRAVEL

It's a whole lot easier now to maintain both the environment as well as the pipeline itself. Developers across different development teams are able to talk in the same language when they are discussing their pipeline and when they are discussing their deployment processes."

— Amit Bhandarkar, *Director of Technologies* |
American Express Global Business Travel

Vision

We envision a world in which software innovation continuously redefines what's possible.

Mission

To be the leading software delivery platform, empowering enterprises to compete and win in a world of endless possibilities.



Waggle /wagel/
verb

A dance or movement performed by a honeybee at the hive or nest to indicate to other bees the direction and distance of food.

Values

Customer Obsessed

We're passionate about solving complex problems and committed to delivering results that surpass expectations.

Inspired Accountability

We set the bar high — pursuing excellence in everything we do.

Authenticity & Integrity

Honest and real — doing the right thing is part of our DNA. We don't compromise on integrity and trust each other to do the right thing, every time.

One Team

We thrive as a Hive. Diverse and inclusive, we bring out the best in each other to achieve more together.

Hi(ve)-Speed Innovation

Time moves faster inside the Hive — we're pushing the possibilities of software at Hi(ve) speed, bringing customers the DevOps transformation of the future, now.



Hive /hīv/
noun

A house; a place where bees live. It is a structure that a colony calls home.

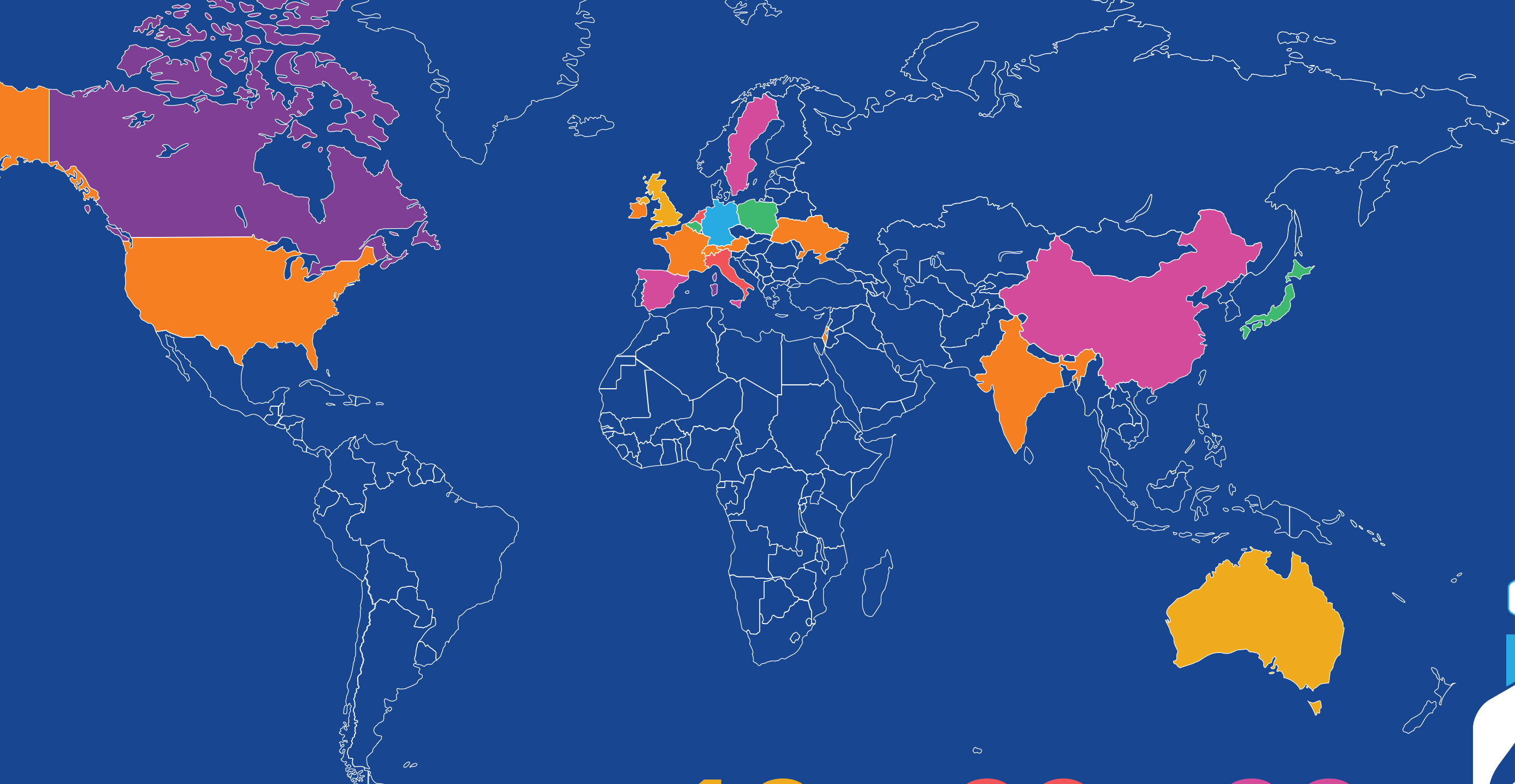


CloudBees at a Glance

MORNINGSTAR

[With CloudBees, you get] quality, consistency, and reliability, thereby allowing your developers to focus on developing. That means we are producing more value for our clients and customers — which is our key objective."

— Bala Mukund, *Director of Technology* | Morningstar

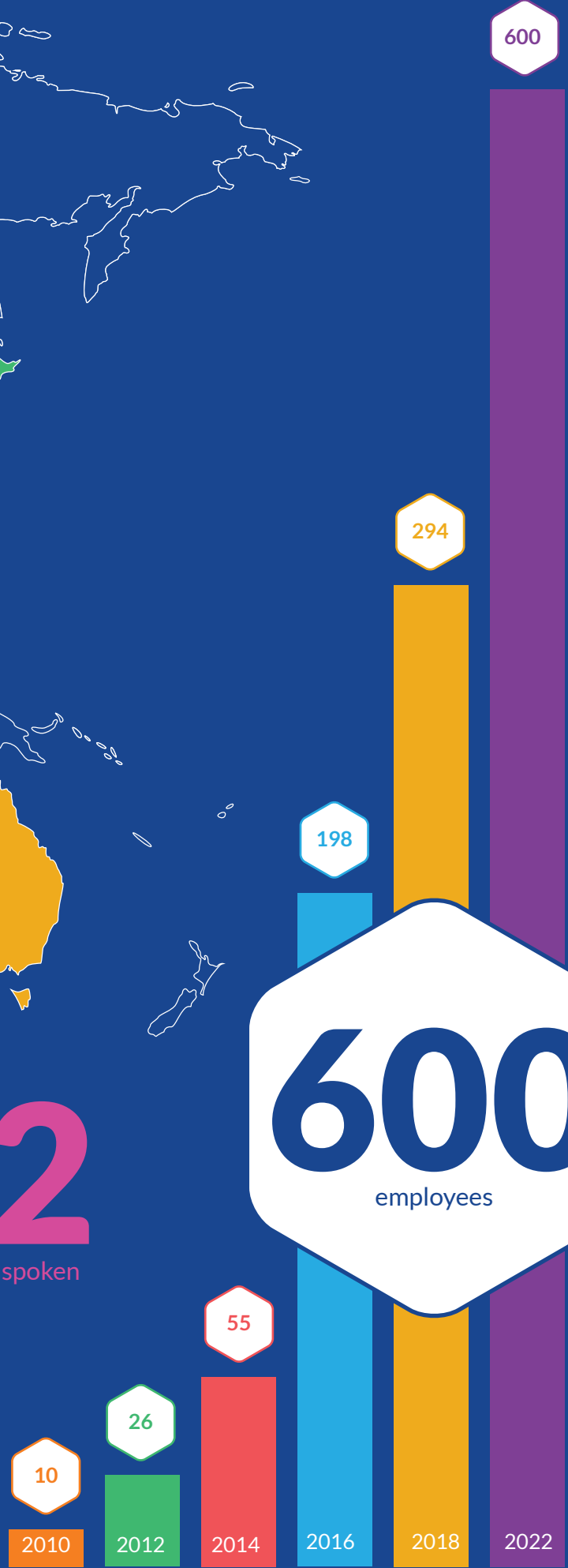


12
years in operation

28
countries

22
languages spoken

600
employees



BEES AROUND THE WORLD

Albania	China	Ireland	Poland
Armenia	Egypt	Israel	Singapore
Australia	Finland	Italy	Spain
Austria	France	Japan	Sweden
Belarus	Germany	Kazakhstan	Switzerland
Belgium	Hungary	Mexico	United Kingdom
Canada	India	Netherlands	United States

EMPLOYEE GROWTH

2,595

Slack channels



QueenBeez /kwēn bē/
noun

A CloudBees Slack channel for self-identified female employees to collaborate, celebrate, share, and lift each other up.

83

Social
Slack channels

social-parenting
social-babees
social-music
bee-authentic
bee-giving
bee-bookclub
team-thanks
Most popular: social-dogs

History

We're happy to share our past.
And your future.

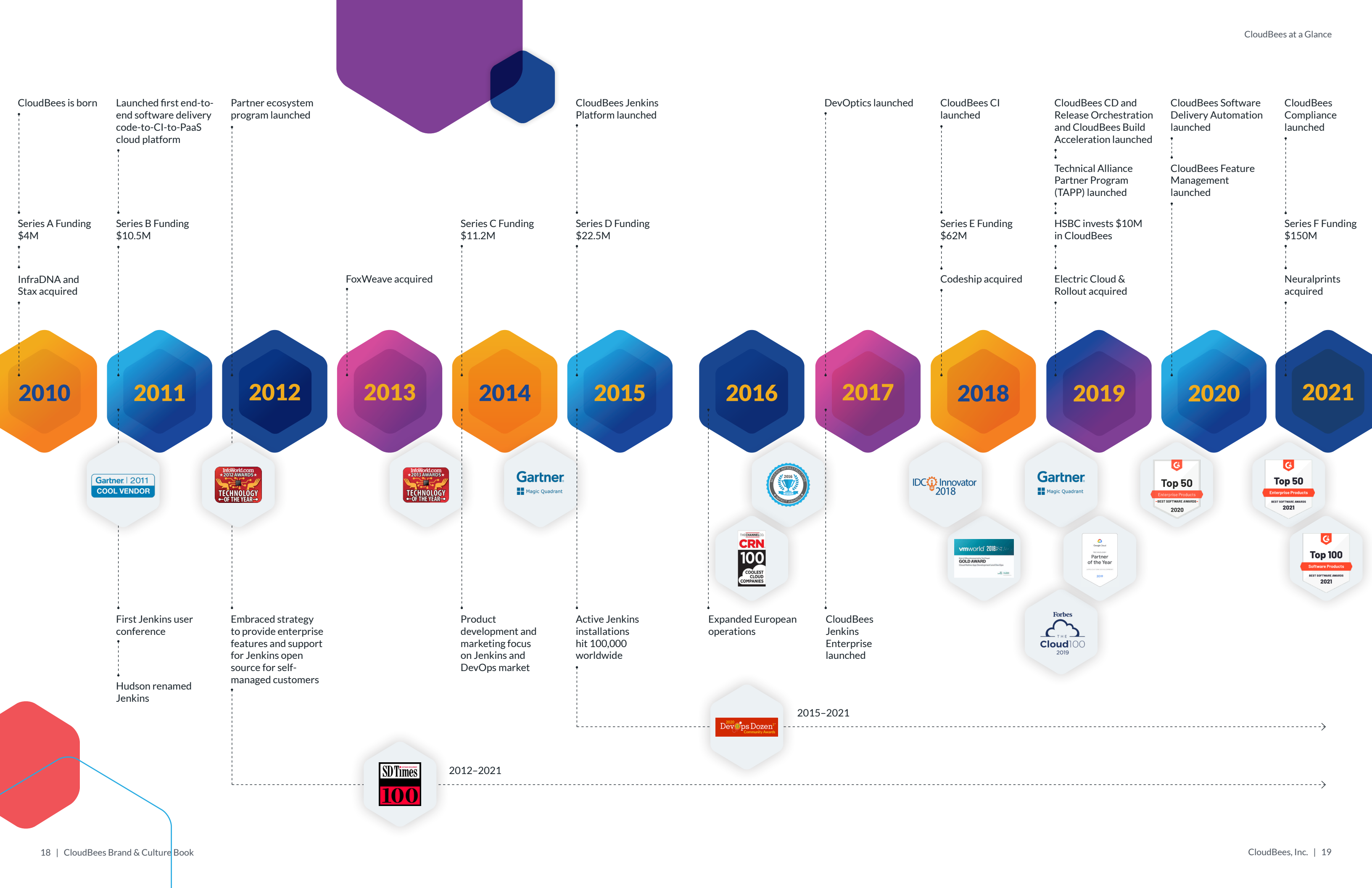
We never forget where we came from. It keeps us humble, passionate, hungry to take on new challenges, proud of how far we've come, and excited about where we're going. Because we also never lose sight of our future — or yours.



They [CloudBees] enable DZ BANK AG to model our environment in repeatable ways for running continuous integration and continuous delivery. We now have a clear view of the entire process — one that is secure, repeatable, and predictable.”

— Julius von Rosen, *Head of Electronic Trading Platforms* | DZ BANK







Cluster /'kləstər/
noun

A large group of bees hanging together.

The Next Three Years

2022–2024

At CloudBees, we know that our best years are the ones in front of us. We're focused on rapid organic and inorganic growth to serve the needs of our global enterprise customers through new product innovation, building our brand, our go-to-market strategy, partnerships, and operationalizing for scale.

Operationalizing for Scale

CloudBees is in a hyper-growth phase and is focused on scaling operations while recruiting and retaining the industry's best talent around the world to meet the needs of our global enterprise customers.

Partnerships

CloudBees is rapidly building an ecosystem of partners to expand our global and regional presence — including systems integrators, cloud providers, and technical alliances.

Go-to-Market Strategy

CloudBees is focused on the unique needs of enterprise customers and is a trusted partner in addressing their most complex software delivery requirements. In this next phase of growth, CloudBees will amplify its brand, turn up the volume on demand generation and field marketing, and expand its professional services offerings.

Product Innovation

CloudBees will continue to rapidly advance the capabilities of CloudBees Platform, including CI and CD, release orchestration, feature management, analytics, and continuous compliance to improve the developer experience and enable enterprises to innovate, compete, and win in a world powered by the digital experience.

About Us



CloudBees has become the heartbeat of our development team and the central point that everyone uses to see the status of the code base and what is happening with it right now. Having that transparency and visibility into the quality of our code is incredibly valuable.”

— Pete Hayes, *Senior Director, Developer Productivity Engineering* | Pegasystems

CloudBees is the Enterprise Software Delivery Leader

CloudBees is the trusted partner in helping enterprises transform their practices, connecting software delivery to customer experience and business outcomes.

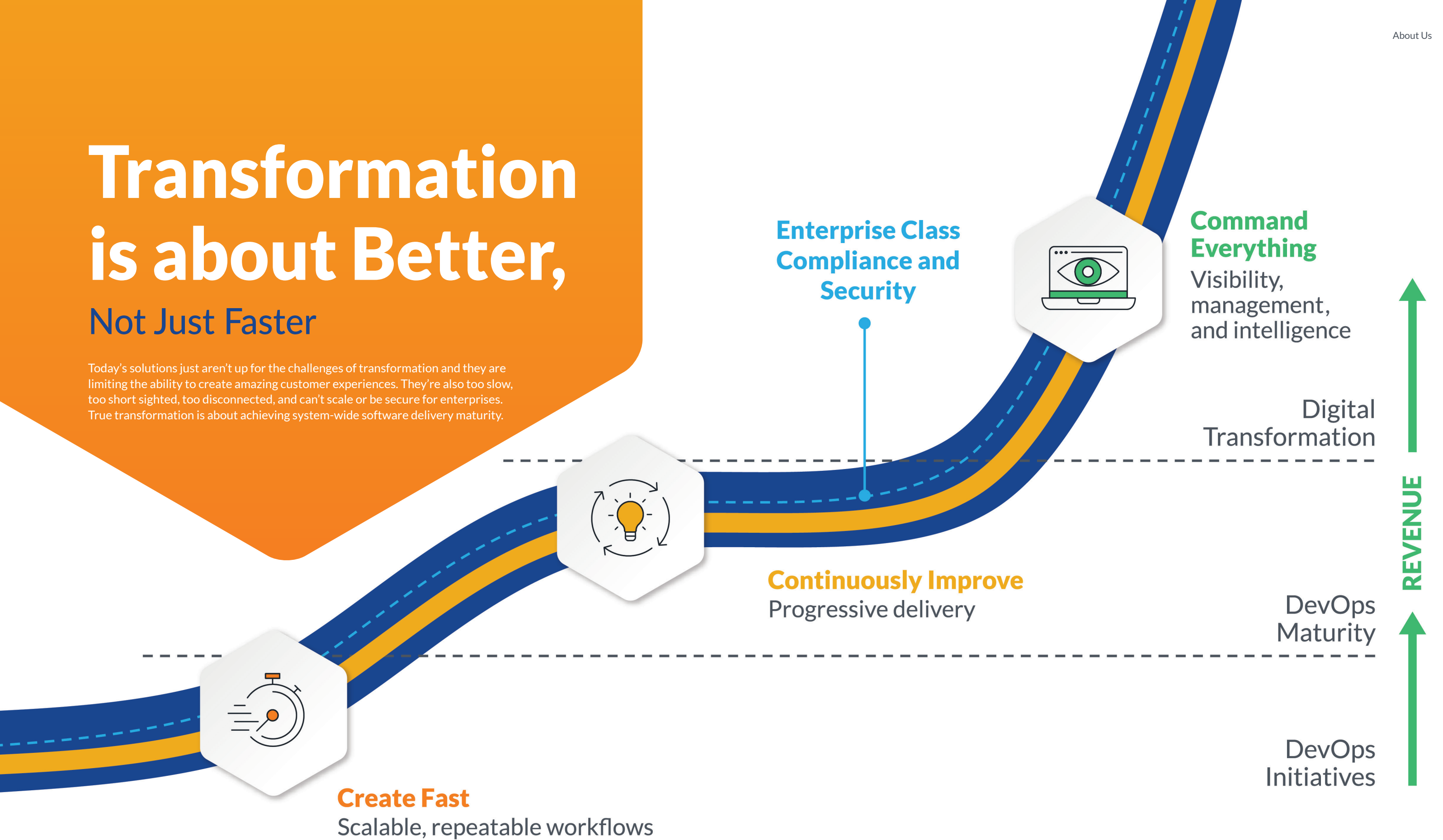


We are digitizing the bank and innovating faster to improve the customer experience while prioritizing security and compliance. We've chosen CloudBees because standardization and automation across our entire software delivery system will enable our developers to get new digital products and services into our customers' hands quickly and securely."

— Ian Haynes, CTO, Shared Services & Cloud | HSBC

Transformation is about Better, Not Just Faster

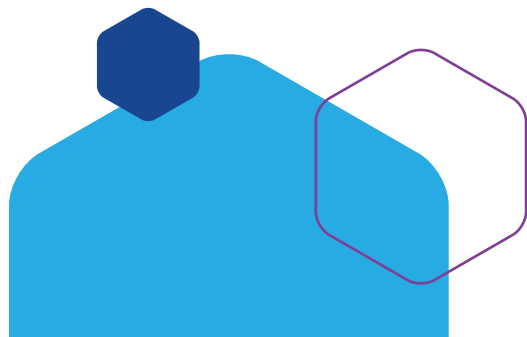
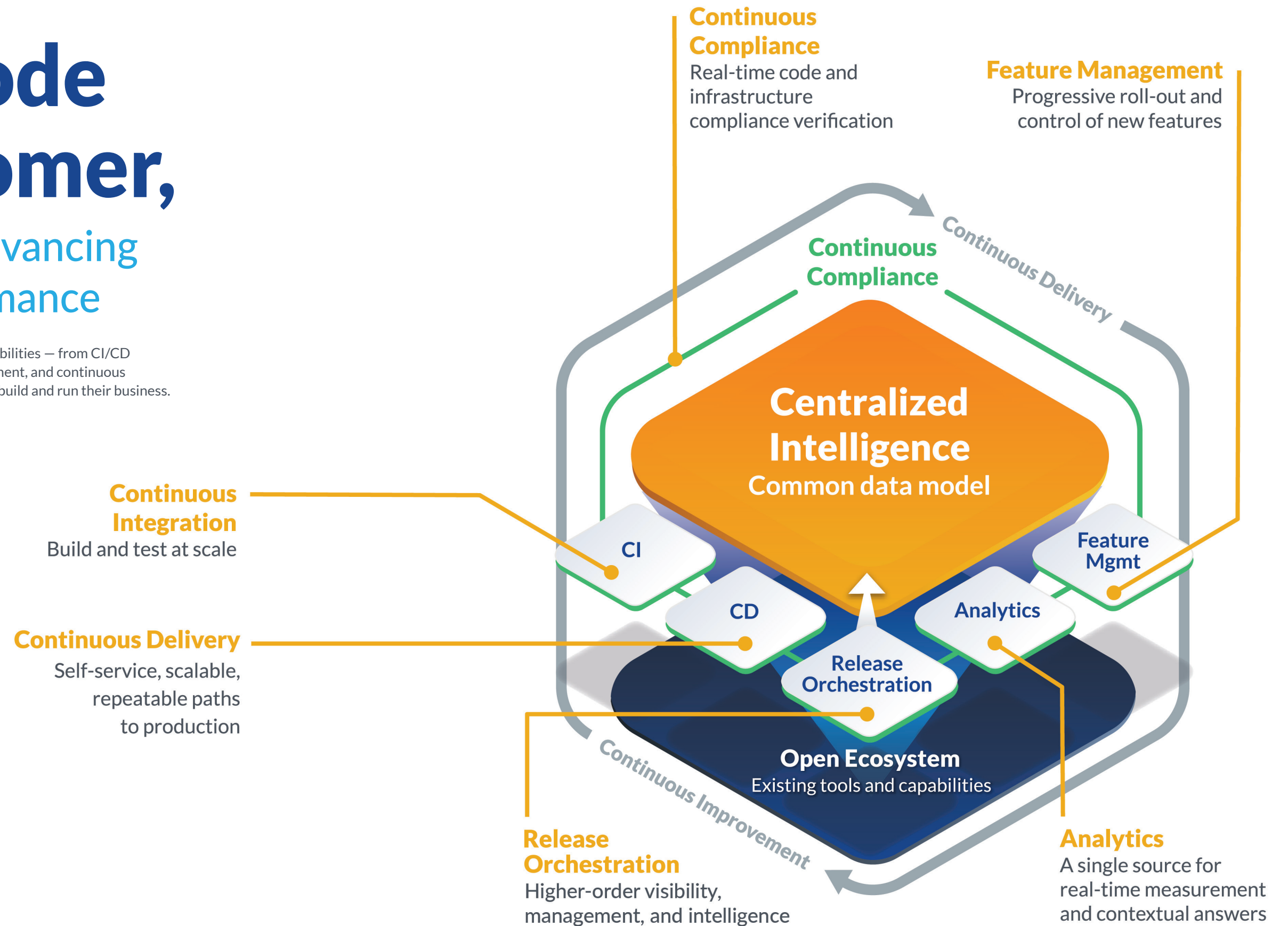
Today's solutions just aren't up for the challenges of transformation and they are limiting the ability to create amazing customer experiences. They're also too slow, too short sighted, too disconnected, and can't scale or be secure for enterprises. True transformation is about achieving system-wide software delivery maturity.



From Code to Customer,

Continuously Advancing Business Performance

CloudBees offers critical software delivery capabilities — from CI/CD through release orchestration, feature management, and continuous compliance — to transform the way enterprises build and run their business.



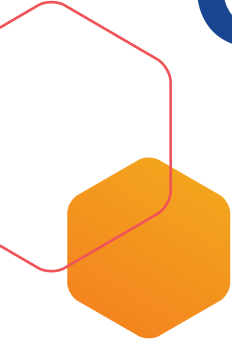
Our Customers

“
TransUnion[®] 

Speed is everything and to stay competitive you have to be able to keep up. And if you don't have robust CI/CD pipelines and partners like CloudBees, it will become increasingly difficult to keep up.”

— Chris Whyde, *Vice President, Global Technology* |
TransUnion

Built for Enterprise Customers



Colony /kälēnē/
noun

All worker bees, drones, queen, and developing brood living together in one hive or other dwelling.



25%

of CloudBees customers have more than 10,000 employees

36%

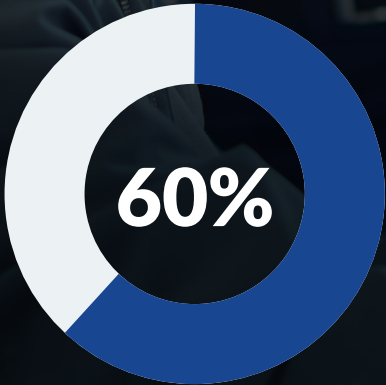
of CloudBees customers have more than 5,000 employees

52%

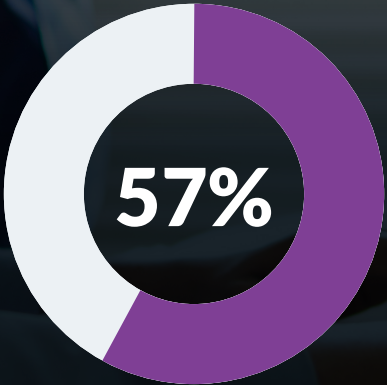
of CloudBees customers have more than 1,000 employees

25 customers have annual recurring revenue of more than \$1 million

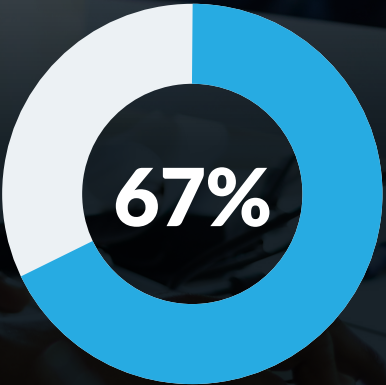
41% of CloudBees customers have annual revenue above \$1 billion



Fortune 100 Financial Services Companies



Fortune 1000 Software & Tech Companies



Global 2000 Software & Tech Companies

The Customers We Serve



Barnabee Jones

Developer

PRIMARY JOB:

Build and maintain new features that deliver real value to customers.

CLOUDBEES HELPS BY:

Simplifying build pipelines and introducing automation to workflows, freeing up brainpower/human power to work on what matters.



Clive Bumble

AppDev Manager

PRIMARY JOB:

Maximize the productivity, efficiency, and velocity of the team.

CLOUDBEES HELPS BY:

Reducing blockers to create greater team efficiencies and improve value delivery.



Abee Bloom

AppDev Leader

PRIMARY JOB:

Enable team to rapidly deliver reliable, high-quality applications and services.

CLOUDBEES HELPS BY:

Providing a developer-centric platform that scales the availability and quality of engineering to drive business initiatives.

salesforce

We used to have four people dedicated to one upgrade over a three-week period. That's just not scalable and we couldn't operate that way for long. After migrating to CloudBees ... we can do the same upgrade with one person in just two to three hours. That's a huge improvement."

— Aaron Nassiry, *DevOps Engineer* | Salesforce



Stinger McBee

Shared Services Manager

PRIMARY JOB:

Manage processes spanning multiple verticals that deliver streamlined software delivery pipelines.

CLOUDBEES HELPS BY:

Providing the technology to help build cross-organization processes that achieve cost-efficiencies, improved security, and compliance.



Buzz Colony

Vice President of Operations/IT

PRIMARY JOB:

Deliver high-quality, secure IT services to the business with budget efficiency.

CLOUDBEES HELPS BY:

Accelerating IT productivity at scale, delivering IT performance data and analysis to create stakeholder feedback loops, and helping to ensure IT/data security and compliance.



Crystal Nevers

VP/Director of DevOps

PRIMARY JOB:

Takes ownership of forward-thinking IT processes while positioning the organization as an essential value-creator for the business.

CLOUDBEES HELPS BY:

Providing insights to democratize the process while connecting development, operations, and other key stakeholders to derive business appraisals of the IT organization.



Aretha Bee

CTO/CIO

PRIMARY JOB:

Deliver investments in technology to provide a vision for business transformation for the organization.

CLOUDBEES HELPS BY:

Establishing a comprehensive foundation for software delivery that addresses efficiency, quality, and security across the entire tech stack — building a future-forward vision for the success of the company.



Our Bees



CloudBees accelerated the process by enabling automated connections to the agency's testing tool, reducing testing times from 20 minutes per individual test case to about 20 minutes for the entire suite of tests."

— Amin Qazi, *Technical Advisor* | IRS

Feeling Human

Hope Lynch, United States | Senior Director, Platform

As the vaccine rollout continues and restrictions are lifting, more people are returning to their pre-pandemic work norms, complete with nine-to-five office schedules and arduous commutes. But that’s not the case for Hope Lynch, senior director, platform at CloudBees. Her work life has never fit the norm. And she likes it that way.

Living on the East Coast of the U.S., Hope has ample time to do the things she loves before putting on her senior director hat at about 10 a.m. “I get to have breakfast, go for a walk, get on the rowing machine, maybe watch a few YouTube videos or do a little online shopping,” she says.

Because CloudBees is a remote-first company, most employees enjoy a lot of flexibility, Hope says. “Getting to pick what works best for you, even if it’s not all that different from what would be expected of you — that does something to your mind. It sparks something.”

Hope says the autonomy she feels at CloudBees is something you can’t find everywhere. “It’s great to work at a company that treats you like a grown up — a human.” Life happens, and sometimes life happens more for some people, she says. “I’m able to run upstairs if I forget my laundry. For others, they can take care of their child if they can’t schedule daycare. It’s a relief for us to know we can deal with personal

things when they come up and not be reprimanded.” Work-life integration doesn’t just help Hope juggle her home life, it boosts her work output. “For me, I believe the happier you are, the more productive you are,” she says. “Could I manage without the flexibility? Yes, but I wouldn’t be a happier person. I love getting to exercise in the morning and have so much energy to take things on.”

Hope has been able to wear many different hats before taking on her current role. And she credits CloudBees for those experiences. “There really is an opportunity to put your hand to whatever you’re interested in,” she says. “At larger companies, you’re part of a machine. You put your peg in the hole so someone else can pick it up and put it in the box. But at CloudBees, you can figure out what the box will look like, what the pegs are, and how many are needed. You can do all those things.” Getting asked, “what do you really want to do?” wasn’t something Hope was used to.

While strategy is her first love, execution has become her passion. “Ideas only get you so far,” she says. “It’s about making it real that matters.” CloudBees may afford Hope some much needed work-life integration, but she’s the one who gets to make important moments — a morning hike or happy hour with friends. Something real. Something human.



Creating the Hive’s Honeycomb

Stephanie Pai, Switzerland | Director of Finance

Originally from California — the home of Silicon Valley — Stephanie Pai says that working in the tech industry is in her blood. Although she didn’t pursue an engineering career, she’s found a home on the finance side of tech, where she once worked for a company that audited CloudBees’ financial books.

A few years later, Stephanie joined CloudBees and earlier this year she became the director of finance and accounting. “I never expected to work for the company I was in charge of auditing,” Stephanie laughs.

While she admits finance isn’t the coolest job, there’s a lot more to the job than meets the eye. “At the end of the day, finance may just be a bunch of debits and credits. But what makes it interesting is translating all that technical talk for the average person. How do you bring complex financial statements down to earth in a more manageable language?” What Stephanie loves about finance is that she can act as a bridge between investors and all the obscure financial jargon.

Even when she was working as an external auditor, Stephanie could feel the “one-team” spirit that permeated CloudBees. “Even though we are all working in different parts of the globe, at the end of the day we are all one family striving for the same goal — our ‘queen bee.’ Everybody has to work together to get to it, even if we’re in different time zones.”

It’s not unusual, she says, for her team members to stay up late to make sure our reps — whether they’re on the West Coast or in Australia — are being served. It’s all about thinking holistically, Stephanie says. “If we don’t have this one-team value, it’s not going to work. We’re not going to be adding value to the company.”

Above all, thinking holistically means putting others above herself, Stephanie says. When she saw how the pandemic weighed on employees mentally and emotionally, Stephanie went above and beyond as a leader. “As managers, we have to learn to carry — and care about — our team members even more.” Which is why she’s implemented one-on-one meetings — virtually or in-person — with all her team members, no matter their title.

Just because finance is known as a “back-office job” doesn’t mean it’s not critical to the business, Stephanie says. If CloudBees is one big “hive,” Stephanie likes to think of finance as its honeycombs. “I’m hoping people realize that finance is really the structure of the CloudBees Hive. If you don’t structure your finances, you don’t have the language or the vehicle to talk to customers and investors, to manage sales the right way, and to make solid decisions.”

Like the honeycomb supports its Bees, so does Stephanie. “We’re not the ones going out there and selling, but who are we serving? We are serving all the Bees.” Dealing with things like payroll and commission problems, Stephanie makes sure administrative tasks are done correctly so the Bees can focus on customer-facing work. “If we can relieve the other distractions for our Bees, then we are serving our customers indirectly.”

One thing Stephanie makes very clear: She couldn’t do what she does all by herself. Just like a hive consists of a collection of honeycombs, Stephanie’s team is an integral part of the larger CloudBees community. “Without them, the Hive just wouldn’t be as strong.”



Mastering the Unknown

Meda Psibilskyte, Germany | Account Executive

For Meda Psibilskyte, working in tech was never part of her career plans. “I studied politics in college, so ending up in tech was quite a jump,” she says. “But after graduating, I knew I needed to find a job, and after looking into tech, I thought, ‘well, I don’t know much about tech, but it could be really interesting!’”

Now, as a CloudBees account executive overseeing Germany, Meda is working with subjects and technologies that were once unfamiliar to her. “I never expected to end up here,” she says. “I was studying political theory and now I’m talking to people about DevOps — something I had no idea even existed three years ago.” In her day-to-day job, Meda is focused on helping existing and potential new clients define existing challenges within their software development process, as well as finding a potential solution which could aid in solving them.

Meda says her perception of technology changed dramatically after joining CloudBees. “I soon realized that every company is a technology company,” she says. “So many businesses rely on software for stability.”

At CloudBees, Meda appreciates the opportunities she’s had to learn new things. It reminds her of her time growing up, when she loved to try different sports and activities, like debate society. “There were so many things I would do because of my desire to learn even just a bit of something, so no matter who I talk to, there’s something in common,” she says.

What helps in this learning process at CloudBees, Meda says, is her team’s willingness to take her under their wing. For someone with no prior knowledge of technology, Meda faced a steep learning curve. Having to learn — let alone use — terms and definitions she’d never heard before took a lot of practice, she says. And it wouldn’t have been possible without the generosity of her team. “I had to ask what every second word was and relied on a lot of people to answer questions I find very silly now. I hoped they didn’t judge me, and it turns out I was right,” she says. Meda says things would’ve been much harder if her team wasn’t as open to helping her out.

In her three years at CloudBees, Meda has worked in three different positions, a rewarding journey she credits to her peers lending a helping hand. “CloudBees is genuinely a space which offers you a lot of growing opportunities. It challenges you at times, and you’ll question whether you can do it. But just know if you’re having trouble, you’re not alone. You’ll always have support.”

Although her team has gone through many changes, Meda says it’s reassuring to know that one thing has stayed constant: an ongoing community of supportive Bees. “A lot of people have changed over the years at CloudBees, but one of the things we somehow manage to keep is genuinely nice people.”



Cultivating Champions

Mike Youssef, United States | Senior Enterprise Account Executive

There are a few common expectations most people have on their first day of work. For some, it means shaking the hands of their new coworkers, or having their boss take them out to lunch.

Not for Mike Youssef, senior enterprise account executive at CloudBees. Having joined the company at the onset of the pandemic, his first day on the job was marked by a lot of virtual hellos — and lunch at home by himself. With so many colleagues working from home and a workforce scattered around the world, Mike knew that connecting with people virtually would be the norm.

But thanks to a slew of new communications tools, Mike has had no trouble staying in close touch with everybody, despite the geographic and pandemic hurdles. “One thing that isn’t lacking at CloudBees is communication,” Mike says. “Not just in my group, but in every other team across the company.”

In fact, Mike’s job is all about constantly communicating with people to get customers exactly what they need. “My responsibility is to coach both customers and internal support teams to achieve a successful business outcome,” he says. “This means having conversations with prospects early on and deciding if CloudBees has the right products and services to meet their needs.”

Not surprisingly, working virtually presented challenges for Mike, such as video call fatigue and losing the ability to read

people when cameras are turned off. But that hasn’t stopped him from building successful relationships with customers. For Mike, a successful sale is more than just a simple transaction. “We have to look at this through the lens of services,” he says. “Implementation is critical to a successful outcome for the customer.” Although he says it’s important to understand what the customer needs to buy from CloudBees, what’s more important, he says, is “understanding what needs to be done after it’s bought.”

To make everything come together, integrity and trust-building are essential, Mike says. “Because I work with a lot of people, sometimes my job requires me to push back when the right people — stakeholders and decision-makers — aren’t involved. People appreciate it when I call that out because it does end up benefiting everybody.”

Mike’s job also involves assuring customers they’re in the right hands with CloudBees. He says it’s hard for many companies to “hand their baby over” and allow us to come in and change the way they’ve been building software. Other prospects are spread too thin and don’t have the time to explore new approaches. Showing them how CloudBees can save time is an ongoing “exercise in trust,” Mike says.

Mike always returns to the value of good communication. “We need to connect with each other and share our knowledge so that we can really develop the ‘champions’ that help CloudBees evolve,” he says. “This really drives everything I do at CloudBees.”



Making Great Things Happen

Runxia Ye, Belgium | Senior Product Manager

Runxia Ye has always worked in software. “I’ve always either worked for a software company, or if not a software company, I’ve worked in some kind of software department,” she says. Though she doesn’t code anymore, Runxia says her technical background allows her to easily connect with developers. “I know what they are going through, and I understand the technical components.”

In her role as senior product manager, Runxia loves the feeling of being a part of all the teams she works with. “This role is a bit special in the sense that I am a part of a team of product managers who are responsible for a lot of different things.” When the product management opportunity came up, Runxia was excited because she could do more than she did in previous roles. “I feel like I can make a difference with what I’m doing now,” she says.

Making a difference is a driving force for Runxia, both personally and professionally. “Making a difference means helping other people deliver, and in turn, helping them make a difference in the world. It’s so important to focus on ‘what does the customer need and how can we best help the customer get to where they need to be?’” she says. It’s not just empathy: It’s putting yourself in the customer’s shoes and seeing what they need to succeed, not just what they see, she explains. “People at CloudBees really go out of their way to help our customers and make them happy and successful.”

When asked where this drive comes from, Runxia says it’s the joy she gets when she can help someone overcome their challenges. “It’s that positive reinforcement of helping others, and also getting help from others. Once you’ve been in that position, you really appreciate what others did or are doing to help you. You want to pay it forward.”

One of the biggest things Runxia has learned throughout her career is that you can make great things happen if you pull in the same direction as one team. At CloudBees, no one is competing against each other or working in silos, she says. That’s a big deal. “I just feel so at home with the culture here. And I have to mention the QueenBeez because that’s something I’ve never experienced anywhere else.”

QueenBeez is a community and networking project at CloudBees where women can share their experiences, positive messages, and show support for each other’s achievements. Runxia says you can be a QueenBee for life — meaning, even if you decide to leave CloudBees, you can always keep in touch with the QueenBee community.

“For a long time, I’ve been on the minority side as a woman, and while I’ve been very lucky, the additional support and empowerment through our QueenBeez community is everything. Here, you feel there is value to being a woman on the team and that’s something we should be proud of.”



Culture as Sweet as Honey

Jeanne Talbot, United States | Senior Director, Corporate Communications

Jeanne Talbot sent her team a playful meme this week: “Be brave enough to suck at something new today.” For Jeanne, that would apply to her own struggle trying to master spreadsheets. “Spreadsheets are not my thing,” Jeanne says. “I have to work so hard at those things. But there are other people whose brains are just wired that way. So, I surround myself with those people.” But if anybody needs words, they know to come to Jeanne.

As the CloudBees senior director of corporate communications, Jeanne leads a special team of employees. “We’re the voice of CloudBees to the market, to our customers, and to the industry overall,” she explains. “We create the message, the connection, and the engagement that really draws customers to us and keeps them staying with us.”

What draws people to work at CloudBees? Jeanne says it’s how the company accepts each and every Bee with an open heart and mind. As the mom of a transgender daughter, she has experienced that feeling firsthand at CloudBees and thrives on the ongoing acceptance and support from her company and colleagues. “I need to be at a company that allows me to be the senior director of corporate communications, but also nurture that other part of me, too, and not be afraid to share that perspective with others.”

During Pride Month, nearly half of the company’s employees tuned in to hear Jeanne and her daughter talk about their experiences. “So many colleagues reached out to me after the call with thanks for sharing our story. Many people have never met a transgender person before or thought about what it takes to raise a transgender child as a single mother.

When we share our stories, we can learn from each other, and suddenly the world becomes kinder, more empathetic, and colleagues can have a more meaningful connection,” Jeanne says.

Inclusion and community-building are core to the CloudBees culture, Jeanne says. “There are many opportunities to build community in a way that’s not just company related, it’s people related.” To bring people together, CloudBees maintains about 90 social Slack channels where Bees gather to talk about everything from their dogs and babies to news from their hometown or country. There’s also a #bee-diverse and a #bee-authentic channel where employees share perspectives, articles, videos, and training seminars around social issues and more.

CloudBees has been career-building for Jeanne. She joined the company in 2017 as a customer marketing manager and, four and a half years later, is senior director of corporate communications, leading a team of 10. “I’ve worked for incredible leaders who have invested in me and helped me grow my career,” she says. “It’s one thing to have a great job and another to have champions who help you advance. I’ve been fortunate to have both at CloudBees.”

Maintaining strong social connectivity like that energizes the Bees community worldwide. “There are just such great people here,” Jeanne says. “Of course, we’re always focused on business performance and outcomes, but there’s also a real commitment and connection to the people who are here.” Which, for Jeanne, is what makes the company so successful and a great place to work. After all, without our people — without the “Hive” — there would be no honey.



Strength in Inclusivity

Sunil Mavadia, United States | Director, Enterprise Technical Architecture

When Sunil Mavadia joined CloudBees in 2019 after the company he was working for — Electric Cloud — was acquired, he had no trouble embracing his new home. “Even though my company got acquired, I couldn’t be happier working at CloudBees,” Sunil says. “We became part of the Hive by default, which is great. I love the culture and I love the people I work with.”

It turns out the acquisition was a big plus for both sides, says Sunil, who is now director of enterprise technical architecture at CloudBees. “When I first started, there were a lot of people at CloudBees who wanted to help me out and figure things out together. I was bringing in new technology and CloudBees asked me how they could embrace it and spread the word about us.”

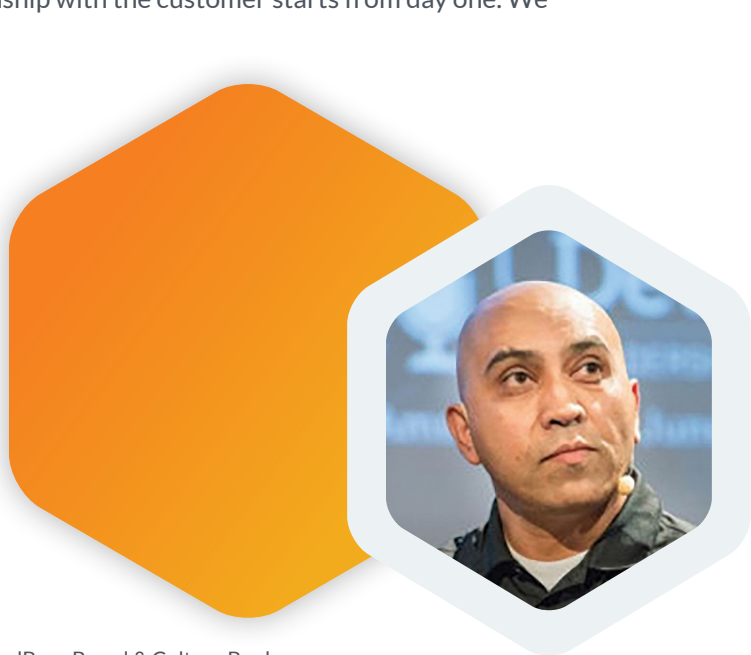
Today, there’s no question that integrating the new solutions has sharpened CloudBees’ competitive edge. “We have products that now accommodate the full range of the SDLC, from software planning all the way through to post operations,” Sunil says. “That’s your full software delivery factory. That’s the message that I think a lot of our competition is very envious of.”

As a key technical resource for CloudBees’ partner channel and alliances team, Sunil is constantly working to build stronger relationships with customers. “Without our customers, we wouldn’t be here,” he says. “Fostering the relationship with the customer starts from day one. We

have a very solid customer engagement model that I love. They can simply call us at any time.” Indeed, hardly a day goes by that one of Sunil’s customers doesn’t reach out to him personally for help. “I always tell them to just hop on a call with me and we’ll get it done,” he says.

When asked where his customer engagement skills come from, Sunil points to his diverse life experiences and inclusive mindset. “CloudBees is a global company and we all need to be global citizens,” he says. “My background — being born in Africa, speaking multiple languages, and embracing diverse cultures — helped me springboard not only my career, but my relationships with customers across the globe.”

Fostering relationships starts with compassion and understanding, Sunil says. And being fluent in eight languages helps ease the conversation with customers when you’re sitting across from people who either don’t understand you or have trouble understanding English. As someone who has been involved in diversity initiatives from day one, Sunil says inclusion is an important piece of the whole puzzle. “Inclusivity is huge because it covers such a breadth of things. It’s not just about race, religion, gender identity, color — it includes culture, it includes language, it includes technology as well. At the end of the day, you must blend things together. That’s what inclusivity is: to always be aware and accept people for who they are.”



Leading Customers to Success

George Chidiac, Netherlands | Senior Customer Success Manager

Since joining CloudBees, there hasn’t been a day George Chidiac thought about working for any other company. “It’s so special here,” he says. Contacted by CloudBees for his current position, George took the job with little hesitation.

“I wasn’t actively looking for this position, but I’m glad I took it. The diversity — with so many people from different backgrounds — it just clicked with me. I’ve never been disappointed. It’s truly a people company.”

As a senior customer success manager overseeing Benelux, the Nordics, and accounts in the Middle East, George is constantly interacting with clients, managing their projects, and taking them through their DevOps journey. “In a nutshell, I’d say I’m an ambassador for CloudBees,” George says. It’s a role not entirely unfamiliar to him.

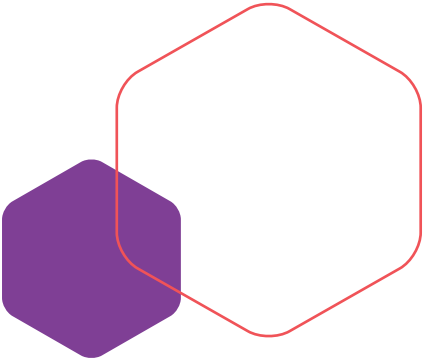
Prior to CloudBees, George worked in sales as a customer success manager with IBM. But even before that, he started his career focusing on human rights — specifically humanitarian refugee work in Lebanon. “I’m Lebanese so I worked at international NGOs and UN agencies over there,” he says. Then George moved to the Netherlands and started working in the tech sector. “Having a ‘global cause’ perspective is what I bring to my customers on a day-to-day basis,” George says. “I continue to interact with customers in the Middle East — in Turkey and Israel — so it gives me that kind of global approach, or at least multicultural approach, to dealing with customers.”

For George, working with clients scattered across many countries has broadened his global perspective. “I don’t speak any of the Nordic languages, so it’s definitely a culture that I’ve needed to adapt to.” While this adjustment can be challenging at times, he says it’s incredibly rewarding, especially when it comes to building solid relationships with clients.

Transparency, authenticity, and integrity, George believes, are what make these relationships so rewarding. “We like to bring that authenticity to our relationship. If we make a mistake, there is a level of transparency and ownership that our customers appreciate. One, it prevents us from doing it again, and two, it builds a trusting relationship.”

Much like his relationship with clients, George has a very positive and grounded relationship with his co-workers and peers at CloudBees. “With everyone I meet, I can tell they really care about the people around them,” he says. Noting his relationship with upper management, George says, “They always listen, no matter your opinion. You have the opportunity to be as transparent and direct as possible and I think that’s really valuable.”

For someone who strives to be as transparent as possible with his clients, George says it’s a big deal to work for a company that treats him the same way.



Building a Better Hive

Corinne Krych, France | Lead Architect, UI/UX

Things move fast for Corinne Krych. So fast, she says, that the last two years at CloudBees feel more like 10. “My position has changed a lot in such a short period of time and I’ve been able to do so many things.”

When Corinne joined CloudBees, she started in UI — working on the website. Shortly after that, she worked as a tech lead for the Jenkins-X UI team, and then moved to the architecture team. While her official title is lead architect, Corinne is shifting titles soon to embrace a more managerial role and drive the HoneyUI Design System team. “What excites me about this new position in management is that we’re looking for more talent. Coaching the new Bees in UI/UX is where I’m going to help.”

However, managing won’t come without its challenges, Corinne says. “I’ve always been pragmatic in the way I work. As I move into a manager position, making sure I coach people without getting too much into the ‘nitty gritty’ will be a challenge,” she says, laughing.

While excited for the change ahead, Corinne couldn’t be happier with her current team. “It feels so special and unique to have an all-female team here.” As someone used to being the only woman on the team, especially in architecture, Corinne says “typically, the more experience you have and higher you go, the less women you find. So, I love my team. There’s such a variety of experience and levels. I’m excited to grow the team and collaborate more.”

Taking on a new role this year, Corinne will be building a design team to work on Honey UI, our design system. “It’s bringing UI and UX together for a friendly user experience — making sure all the products have the same experience. Unifying UI and UX is so important and it’s going to be key for growth in the coming years,” she says. Corinne is quite enthusiastic about this new journey, especially since her team is so passionate. She can’t wait to add more talent — more diverse Bees — to the team.

“Diversity is so important, and I really see that mentality at CloudBees. We have a strong incentive for more diversity, especially in management. It’s not just words — it’s action.” Used to being the only woman in a meeting, Corinne says she felt like the elephant in the room for a long time. “It left me with a weird feeling — with imposter syndrome. But it’s different at CloudBees,” she explains. “A lot of women I talk to suffer imposter syndrome — especially female developers. But that’s something we can change.”

Looking to the future, Corinne hopes her position as an architect — a stereotypically male role, she says — will inspire other women to choose this path. “It’s encouraging to see others in a role where there isn’t a lot of representation. It instills the belief that no matter what you set your mind to, you can do it.”



Finding the Right Family

Ryan Smith, United States | Support Delivery Manager

Ryan Smith doesn’t fight fires, but to keep his customers happy, he does put out the occasional flame. As a support delivery manager, Ryan handles escalated customer issues and manages the lines of communication between product, engineering, support, and customer success teams. “This means making sure the outcome is always positive for our customers — helping them stay on a successful track and building great relationships,” he says.

Assisting customers day-in and day-out, Ryan and his support team work on the front lines of customer interactions. “It’s about delighting customers and giving them a positive journey with DevOps,” he explains. As product “shepherds,” Ryan and his team make sure the customer is making the right decisions. “We help them work smarter, not harder,” he adds.

Ryan says his eclectic mix of previous careers helped him prepare for his current role. Following an early stint in retail management, Ryan opened his own restaurant and bar in Denver, Colorado. Despite loving this chapter of his life, Ryan felt he needed a change. “The service industry doesn’t necessarily provide you with a good path for retirement.” That’s when Ryan made the shift to tech.

The move wasn’t entirely surprising. Growing up around technology, Ryan had an early interest in computing. “I was sort of a self-taught computer dude,” Ryan says. His first job in tech was in Apple’s iTunes division, working in customer support and as a QA specialist. After getting more

than enough exposure to Apple’s corporate culture, Ryan moved to a small startup in Denver. “I helped build a support organization, and eventually focused on DevOps,” he says. “I was a jack of all trades.”

After experiencing intense corporate and startup burnout, Ryan longed for another fresh start. He found it at CloudBees. “What I love about CloudBees is that our founders brought with them a set of non-traditional work ideals,” Ryan says. “It’s about ensuring employee wellbeing and maintaining work-life balance — no matter where you’re located.”

Thanks to the unconditional support he receives from his supervisors and peers, Ryan says CloudBees has grown into more of a family than a workplace. “The culture here is always transparent and authentic,” he says. “We all know each other’s kids, spouses, and even dogs.”

Ryan says this generosity of spirit and everything that comes with it — empathy, transparency, and authenticity — can be hard to find at most companies. But it’s never in short supply at CloudBees.

“Thinking about the law of attraction, there’s definitely something to be said about CloudBees attracting the right talent and the right people and the right mindsets. That’s what has gotten us from a \$10 million ARR company to a \$100 million ARR company,” Ryan says. “At this point, I think the sky’s the limit.”



Seeking Solutions

Kiley Nichols, United States | Senior Demand Generation Manager

As a lifelong learner, Kiley Nichols is always looking for problems to solve. In her role as senior demand generation manager, Kiley tests things in a new and exciting way — a perfect fit for her driven personality. “I’m always reading and wanting to figure out new things,” she says. Kiley recently embraced the opportunity to implement agile marketing tactics — applying aspects of agile or DevOps methodology to marketing. This has meant more frequent, quick tests. With this shift, Kiley is building on new technologies and new ways of thinking through Drift certification and taking agile marketing courses. “That’s exciting to me because it means you get to learn a little bit about a lot of things and then continue learning to determine if it’s successful.”

Building on this constant state of learning, Kiley and her team are opening an exciting chapter for CloudBees. “That’s really what agile methodology is supposed to do — cultivate innovation.” With innovation as her guide post, Kiley takes the lead and challenges the status quo. “We can’t linger on what we’re doing in the present,” Kiley says. “We need to be asking, ‘How can we innovate — try something new, something different, maybe something we completely made up on our own — to get what we want?’”

Before her current position, Kiley was working in PR and content marketing. “Previously, I focused on the content creation and messaging — more of the ‘words’ part of it,” she says. But Kiley realized she wanted to move toward a more integrated marketing role. “When I moved into

this new role, I got to work closely with other folks within demand generation. I’m thankful I got an early opportunity to demonstrate that I could do so many things. It certainly helped me get to where I am today.”

Now, Kiley runs demand generation for CloudBees CI — the company’s flagship product. While she says her previous content marketing job introduced her to many of her peers, she wasn’t as connected with the customer service and sales teams at CloudBees. Now, she’s establishing those relationships so she can drive effective demand generation campaigns. With BDR and sales leadership as her primary internal customer, Kiley is in regular contact with these teams so they are fully aligned to ensure what she’s producing is working for sales.

The key to those relationships? Transparency. “We have a really transparent relationship,” Kiley says. “When it comes to working through problems and providing solutions, transparency has been a saving grace.”

Kiley says transparency is more than a quality shared by a few Bees. It’s ubiquitous among “the Hive” — especially when it comes to being open and genuine. “I remember telling everybody on day two that I was a ‘lifer.’ I just loved how welcoming and inclusive everyone was. Everyone was so real.” For Kiley, seeing this reflected in person — not just in the interview — gave her tremendous optimism from the very start.



Building Each Other Up

Devin Nusbaum, United States | Software Engineer

It was as early as ninth grade when Devin Nusbaum first tried his hand at software programming. But it took a while before he fell in love with it. “I went to a magnet school for technology, and at the time, I actually didn’t want to go into software engineering,” Devin recalls. “I was more interested in the hardware side. I wanted to get an electrical engineering degree and design computer processors.”

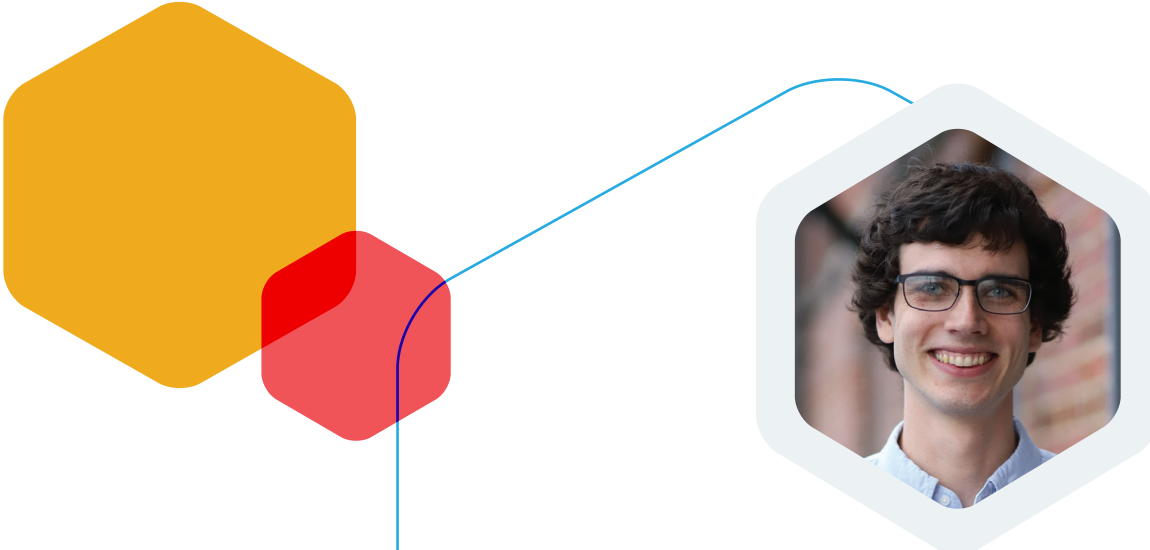
Somewhere along the way, says Devin, he started playing a video game similar to Mario Bros. and became interested in replays — particularly how analyzing them can result in better high scores. So, he downloaded Python and made his first program: saving replays. “I mostly copied it from someone who had already written it, but I downloaded Python and ran the program myself — which was a big moment. I think that’s what changed my mind.”

Fast-forward to the present day, and Devin is a software engineer focused on providing new value for CloudBees. “I get pulled into different kinds of things, but right now I’m doing more planning and design work,” he says. While Devin still fixes plenty of bugs and implements new features like he used to, he says his role is more focused on strategy. For him, this means running planning meetings and discussions — what his team calls “discovery work.” “If the customer wants a certain capability, I have to ask myself: ‘How would it make sense to implement? Does it make sense to implement? Our competitor does X, Y, and Z — should we try to do something like that as well?’”

As a natural problem-solver and engineer, Devin appreciates how his peers share the same level of interest and commitment regarding work. “At CloudBees, people actually care about software engineering,” he says. This is a far cry from the other places Devin has worked. “I’ve seen people who show up and do the bare minimum. They don’t care about the work as long as their performance reviews are good enough,” Devin explains. “At CloudBees, if I write code and ask for review, I know I can get meaningful feedback and that they’ll provide critiques that will make me a better engineer.”

Working on a large team can be challenging, but Devin says it helps when everybody is on the same page. “We all care about the quality, the implementation, and the long-term approach we’re taking here.” It especially helps working with experienced engineers who provide different problem-solving perspectives. “They do a great job of helping me understand how to frame problems and investigate things,” he adds. “I feel really lucky to work with them on a daily basis.”

Above all, Devin believes mentorship is what makes CloudBees so special. “The company does such a great job of helping people — teaching and mentoring people on the engineering side. There are so many people who are happy to help you learn.” And it doesn’t stop at engineering, he says. “It’s great how you can get people across the company to help you out. Everybody helping one another is something I find very unique.”



Making Things That Last

Thierry Wasylczenko, France | Senior Software Engineer

If you’ve ever tried to build a house on sand, then you know the house won’t last long. If you want a sturdy, long-lasting house, then you need to start with a solid foundation.

For Thierry Wasylczenko, successful software engineering is built on the same principle.

As a senior software engineer at CloudBees, Thierry doesn’t just create software. He creates software that lasts. “The goal isn’t to create something that will only be used in a month. It’s about creating something over the long-term,” he says. And to do that, you need someone setting the groundwork. “Being a senior developer means laying the foundations to let others ‘build the house up.’”

Thierry began his software engineering career as an intern for a group of medical physicists. With himself as the only engineer, Thierry quickly turned his software projects into a healthcare startup that was later bought out by a larger healthcare company.

But Thierry quickly realized his values no longer aligned with the company he once started. Above all, he felt he no longer had a voice. For Thierry, it was time to move on. “It was especially hard for me because when you’ve given people jobs, and helped patients to be well treated, there’s this humanity — this feeling you’re doing something for good. When I saw that this had changed, it was time to move on.”

At CloudBees, Thierry says, it’s nice to have those values aligned again. “I really cherish the respect and openness here,” he says. “You can speak freely about almost everything. That’s a result of transparency within the company.”

Born and raised in France, Thierry works with team members across the globe and says the cultural differences make working at CloudBees a more satisfying experience. “There’s also a lot of honesty in the company. You can speak freely, whereas in some companies, especially in France, you may not have the same opportunity. It’s very enriching, working with people from so many different countries. We discover a lot of personalities, ways of doing things, and ways of working. It’s very enlightening,” he explains.

The remote aspect not only benefits Bees, Thierry says, but it benefits CloudBees in a big way. “I think being a remote company is very important now — in these times — because you can get talent everywhere. You’re not just confined to a particular city or country.”

Ultimately, Thierry says, CloudBees is a human company. “We aren’t just developers behind our screens doing stuff all day. We have fun sessions and discussions where we can speak about anything.” Thierry particularly likes the “Watercooler” channel on the CloudBees Slack, where he can share photos from his motor rides. “I think it’s very important when you’re a remote company to have these things that allow you to build relationships with your colleagues in a safe way.”

Because everyone is so welcoming, Thierry says you never have to worry about being judged. “We are a company where we take care of one another — a company where you can come as you are, and everything will be fine.”



Diversity and Inclusion Council

- Bee the change we want to see.
- Cultivate a spirit and practice of diversity, inclusion, and belonging that enables all Bees to do their best work and feel valued.
- Encourage and foster diverse thinking and points of view so that safe spaces are created, engagement is increased, and employees are empowered to lead themselves in pursuit of high business performance, professional development, and personal growth.
- Set corporate goals and aspirations for our progress and transparently share our results in the spirit of continuous improvement.
- Invest in education and training for employees to grow and learn.
- Celebrate and share employee stories that grow awareness, knowledge, and empathy.



4 N. 2nd Street
Suite 1270
San Jose, CA 95113
United States