

# Blue Yonder's Annual Diversity Report 2022





## **A Word From Our Chief Associate Success Officer**

We've seen the massive shift across the globe, what started in 2020 and has continued forward — many of us went to work from home for what we thought would be two to three weeks in early 2020. We now have completed 2021 and half of 2022, still working virtually. DIVE means more now to many of us — true inclusion across teams, across cultures. We are all connected now, not by the offices in which we work, but in our virtual spaces across time zones.

Our journey to ensure we are and will be a diverse and inclusive culture requires acknowledgement and continuous learning. As part of this evolution, we are changing the E in DIVE — previously Diversity, Inclusion, Value and Equality — and we are moving to Equity. We acknowledge that we do not all begin from the same starting line and need to focus on the various challenges we all face. We strive to have an environment where associates can grow and thrive with the freedom to be unique and authentic, where every voice is heard and all perspectives are welcomed in an environment that embraces individuality. We must ensure that DIVE isn't an afterthought, but rather a part of everything we do.

Here's to more learnings throughout 2022 and into 2023, where we can continue to focus on inclusion, empathy and authenticity. We will continue to strive to move forward and learn from each other.

**- Nathalie Carruthers, Chief Associate Success Officer**



# Introducing Blue Yonder Diversity, Inclusion, Value and Equity (DIVE)

## Our Commitment

At Blue Yonder, DIVE represents our commitment to fostering an inclusive and diverse working environment.

DIVE's vision is to bring together a diverse set of viewpoints to drive our talent, associate development and growth strategies. Our mission is to create an inclusive and diverse workplace where associates can grow and thrive with the freedom to be themselves. At Blue Yonder, we want each individual to fulfill their highest potential, be challenged in the work that they do, and use their unique backgrounds and experiences to make us all better.



Diversity is about who works at Blue Yonder



Inclusion is about a work environment of trust and engagement for all.



Value is about all associates genuinely being an essential part of the organization.



Equity is about fair treatment, access, opportunity, and advancement for all.

We introduced DIVE in 2020 centered around three key pillars: **Awareness & Education, Outreach & Recruitment, Engagement & Empowerment.**



### **Awareness & Education**

Awareness and education are the first steps to infusing a diversity mindset. We've built an awareness library that includes topics such as allyship, inclusive leadership, and anti-racism. We have outlined a learning curriculum. We also conduct quarterly associate education through LinkedIn Learning, with courses such as "Confronting Bias" and "Inclusion During Difficult Times."

We have launched an external blog series called "DIVE In" as our pledge to explore the topics and issues that will only help breathe more inclusion into our workplace and bring to light the biases, sensitivities and issues that may inhibit us to reach a truly inclusive culture. Being transparent and hitting the tough topics head-on is critical. DIVE In lifts up topics like belonging, invisible disabilities and allyship, based on our own associates' experiences and perspectives, along with external industry thought leaders.

### **Outreach & Recruitment**

Our university program consists of a tiered set of universities based on supply chain programs, science, technology, engineering, and mathematics (STEM), computer science and next generation curriculum, as well as diversity programs and clubs. We have expanded our partnerships across the U.S. to engage directly with students through sponsorship of diverse student clubs and universities, and with students through various channels, including speaking engagements and information sessions.

A review of our recruitment programs has prompted greater engagement including:

- Attend RecruitMilitary Career Fairs
- University of Chicago Women in Computer Science club sponsorship
- Sponsor of Women in Computer Science Club at Arizona State University
- Launched a pilot Returnship program in India in 2022, focused on those returning to the workforce following a break, with the hopes of expansion globally

With only 1 in 4 STEM jobs held by women, we are committed to increasing opportunity through internships and entry level roles, and hosting information sharing events for new grads with female leaders in product development and technical roles within Blue Yonder.



**“To be a champion of women in STEM, we need everyone to get involved. It starts at the beginning.”**

**– Richa Yadav,  
data scientist, Scottsdale, AZ**

## Engagement & Empowerment

We have established Associate Resource Groups (ARGs) to serve and support underrepresented groups. These ARGs empower associates to take a leadership position as strategic partners in our business, ensuring all associates have the opportunity to reach their full potential.

We encourage all associates to participate in ARGs as allies and aim to promote diversity, openness, inclusiveness, and belonging. Our current ARGs include:

- Women's Interest Network (WIN), established in 2014, has multiple chapters across the globe dedicated to attracting and advancing more women to and within Blue Yonder.
- Black Resource Initiative Dedicated to Equality (BRIDGE) established in 2020. BRIDGE's vision is to serve and ensure that all Black/African American associates have the ability to be their authentic selves at work, be empowered to have an influential seat at the table and be valued for their contributions.
- BYourself, launched in 2021, is our ARG to support and represent LGBTQ+ community members and allies.
- Veterans of Blue Yonder launching in 2022.





“ It’s common to think that being a good ally means doing a grand gesture, like delivering a big speech or hosting a diversity and inclusion event. But the small, everyday acts continuously build lasting and sustainable impressions that can truly change the quality of someone’s life — in or out of the office. ”

- Bryant Miller

digital content marketing manager, Columbus, Ohio



## The State of Diversity & Inclusion at Blue Yonder

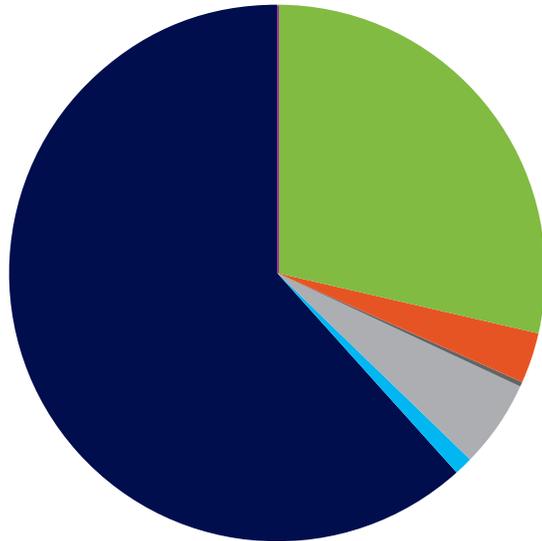
Being transparent and sharing our baseline – and our aspirations – are critical to our success and necessary aspects of our journey to a more diverse workplace. We have a lot of room to grow; we can – and will, do better each day, month, quarter and year.

In 2021 we launched pronoun guidelines and additional gender identity options within our platforms.

Our two objectives for DIVE are **to create an inclusive culture, and increase diversity in our workplace.**

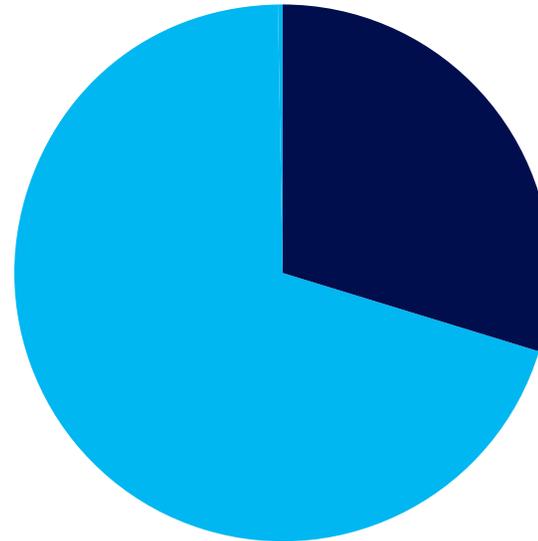


### U.S. Ethnicity Representation



- White 61.59%
- Black 3.13%
- American Indian/Alaska Native 0.07%
- Asian 28.60%
- Hawaiian/Pacific Islander 0.28%
- Hispanic 5.36%
- Two or More Races 0.97%

### Global Gender Representation



- Female 25.94%
- Male 73.98%
- Prefer not to say < 1.00%
- Non-binary less than < 1.00%

Note: Representation of population 2021

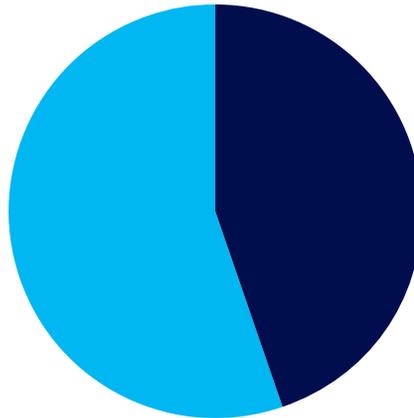


## Key Results

U.S. Underrepresented Population\*

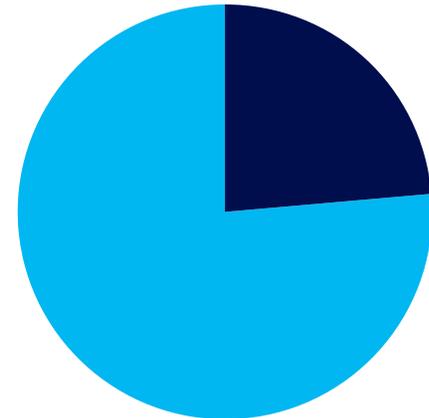
40%

New Grad Hires YTD Gender



● Male 55.2%  
● Female 44.8%

Leadership (VP+) Gender Representation



● Male 76.3%  
● Female 23.7%

\*U.S. Underrepresented Population includes Underrepresented Minorities (Black, Latinx, Native American, Native Hawaiian, & Multiracial), Females, People with Disabilities and Veterans

U.S. Underrepresented Ethnic Minorities

10%

U.S. People with Disabilities

.6%

U.S. Military Veterans

3%





“ Be the change and break your personal biases to influence a change in the larger community around you. ”

- Kavitha Tumuluri  
vice president of cloud services, Hyderabad, India





## Cultivating an Inclusive Culture at Blue Yonder

At Blue Yonder, our culture is woven into the fabric of our DNA, driven by our core values of results, relentless, teamwork, and empathy. In parallel, our ‘Sonoran Spirit’ is our North Star – representing our unique global diversity, encompassing an unwavering commitment to lifelong learning, collaborating with respect, operating with integrity, and always putting people at the center of everything. Operating across 25 countries, we are a cross-cultural community of 5,500+ of the brightest technology and supply chain professionals in the world.

To ensure our culture is inclusive and recognizes all our diverse backgrounds, we have a range of initiatives in place.

We conduct regular associate engagement survey to gain insights that drive measurable, actionable changes in our company. In April 2019, we began to seek feedback specifically on associate’s perception of inclusion, a baseline for goal-setting and strategy focus.

Blue Yonder will continue this survey and will track progress throughout the year to ensure associates continue to feel embraced and welcomed throughout their career journey.



Based on question from survey: Blue Yonder makes it easy for people from diverse backgrounds to be accepted.

## Our Values



### Empathy

We listen and are aware of others’ perspectives.



### Results

We are obsessed with delivering customer value.



### Relentless

We relentlessly drive new learning and innovation.



### Teamwork

We candidly and respectfully collaborate.



“ Embrace diversity. Don't shy away from it. As a woman, know that you bring a unique perspective that can be key to an organization's success. ”

- Holly Gibeaut

deputy general counsel, Scottsdale, Arizona



## Equal Opportunity

Cultivating talent isn't the hard part – cultivating opportunity for all is. We are proud to be an Equal Opportunity employer. We want our associates to bring their authentic selves to work every day. We know that the best businesses are diverse and inclusive. Our unique talents make for great ideas, empathetic workplaces and drive results. Some of the ways we are ensuring equity underscores all that we do:

- **Hiring for Results:** Our revamped hiring method is strategic, scalable and simple, which emphasizes interviewing excellence, accountability, diversity and a stellar candidate experience. Hiring managers are required to write objective, results-based job descriptions that attract more diverse candidates. By investing more time upfront, we identify more diverse talent to recruit in to work at Blue Yonder.
- **Supplier Diversity:** Supplier diversity is an imperative we are focused on in our 2022 roadmap.



“ It’s very important to be aware of different perspectives and points of view from others. I find that by being highly inclusive, you get the best out of people. Being inclusive is however, a difficult skill to learn and is not something you just naturally have. You need to be very conscious of inclusion, so you don’t unconsciously exclude people without realizing it. ”

– Amanjit Sandhu

senior support director, Bracknell, U.K.

## Blue Yonder is a Best Place to Work!

Certified by **Glassdoor Best Places to Work** and **Great Place to Work India**, we're proud of our team, our culture and the early inroads to ensuring a diverse, inclusive, welcoming environment for our associates. Blue Yonder is also recognized in its headquarter state of Arizona as a **2021 Diversity, Equity, and Inclusion award winner** and a **2021 Arizona's Most Admired Companies** by **Az Business** magazine and **Best Companies AZ**.



Blue Yonder Named a Most Admired Company for the Sixth Year in a Row



Glassdoor Names Blue Yonder a Best Place to Work in 2021



**Top 100 | Large**  
**India's Best Workplaces™**  
**for Women**  
**2021**

