

Blue Yonder's Annual Diversity Report 2023





A Word From Our Chief Associate Success Officer

Diversity, Inclusion, Value and Equity (DIVE) is Blue Yonder's commitment to creating an inclusive and diverse environment where associates can grow and thrive with the freedom to be unique and authentic. We are now interconnected, not by physical office space but through our virtual spaces spanning different time zones. Our ongoing journey to establish a diverse and inclusive culture requires acknowledgement and continuous learning across our distributed workforce.

Last year, Blue Yonder was honored to be recognized for our diversity and inclusion efforts by receiving multiple workplace awards, including several women-focused awards. These recognitions reflect the collective efforts and dedication of every associate in our organization. We are particularly proud of all our associates who have contributed to our numerous DIVE In blog posts, which played a significant role in us earning an APEX Award for Publication Excellence. Sharing our stories is paramount to normalizing conversation in this space and building empathy and inclusion for all.

In 2023, we launched our Ways of Working initiative designed to guide our distributed workforce to operate in a manner that best suits their unique needs, recognizing that a one-size-fits-all approach does not apply to how we work. The initiative is focused on four pillars — Ways of Connection, Ways of Leading, Ways of Onboarding, and Ways of Engaging. Our primary focus is on enhancing the associate experience — by emphasizing not just what we do but also the how of our actions. We aim to empower associates to prioritize their well-being, act purposefully in areas that matter to them, and present their most authentic selves, ensuring that they are valued for their contributions. Our commitment to fostering a diverse yet inclusive environment empowers us to collaborate seamlessly.

I'm looking forward to more progress and achievements in 2024, including the rollout our newly updated company values, 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



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

Our Commitment

At Blue Yonder, DIVE is 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 Early Career recruiting program is a structured initiative created to attract, engage, and hire talented students and recent graduates from universities and colleges. This program is designed to establish partnerships with academic institutions to identify and cultivate potential candidates for employment as well as build our brand on campus as a preferred employer. The program consists of a tiered set of universities (our target schools) based on supply chain programs, science, technology, engineering, and mathematics (STEM), computer science and next generation curriculum, as well as diversity programs and clubs. Below are a few key engagement elements to our program.

- Campus visits: We visit universities to conduct presentations, workshops, and networking events to introduce students to our organization, culture, and career opportunities.
- Career fairs: Participating in career fairs provides Blue Yonder the opportunity to meet and interact with a large number of students from various disciplines, allowing them to promote their brand and available job opportunities.
- Diversity Club Out Reach: Blue Yonder sponsors and participates with various diversity based clubs associated with our target schools to assist in our diversity recruiting efforts
- Internship opportunities: Offering internships allows Blue Yonder to provide students with hands-on experience in their field of study, giving them a taste of our work environment and preparing them for future full-time roles
- In addition to early career programs, we have a DIVE Back Returnship program in India which focuses on those returning to the workforce following a break

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 launched in 2022.



“Although STEM careers have historically been male-driven, I have always felt embraced and accepted by my male peers. I am proud of where I am and what I do, and I want all students to know that if they work hard, they can do amazing things.”

-Marisa Alvarado
Sr Support Engineer





“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



The State of Diversity & Inclusion at Blue Yonder

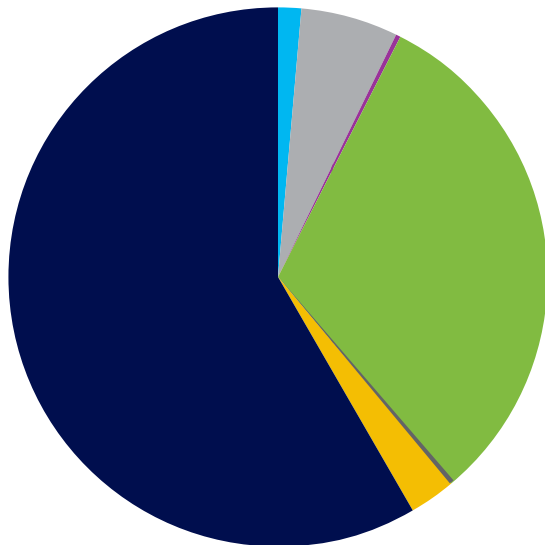
Being transparent and sharing our baseline – and our aspirations – are critical to our success and necessary aspects of our journey to a more diverse workplace. We have a lot of room to grow; we can – and will, do better each day, month, quarter and year.

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.**

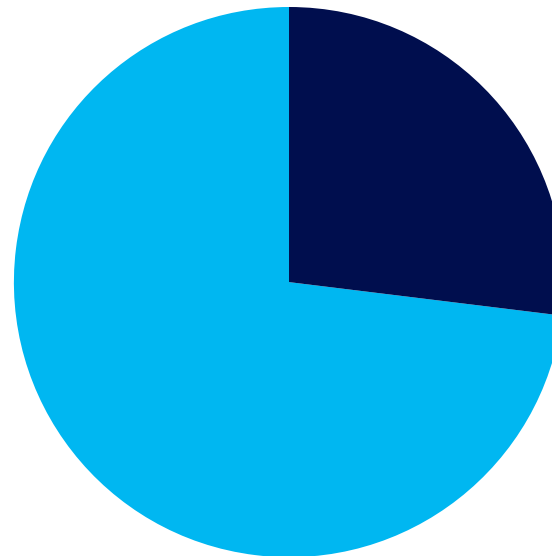


U.S. Ethnicity Representation



- White 58.42%
- Black 2.86 %
- American Indian/Alaska Native 0.07%
- Asian 31.40 %
- Hawaiian/Pacific Islander .33 %
- Hispanic 5.65%
- Two or More Races 1.33%

Global Gender Representation



- Female 26.85%
- Male 72.30 %
- Prefer not to say less than < 1.00%
- Non-binary less than < 1.00%

Note: Representation of population 2023

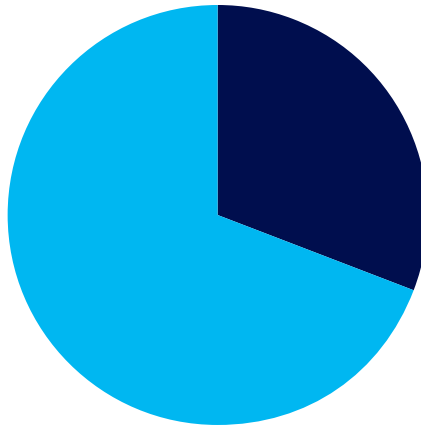


Key Results

U.S. Underrepresented Population*

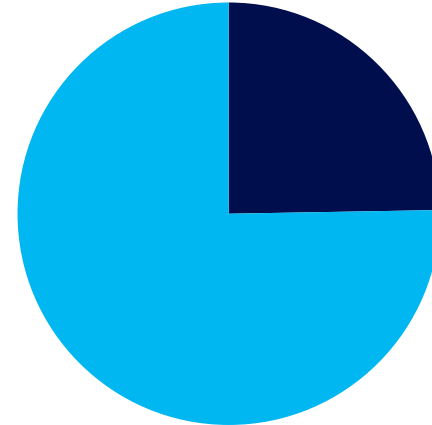
41%

New Grad Hires YTD Gender



● Male 69.4%
● Female 30.6%

Leadership (VP+) Gender Representation



● Male 75.4%
● Female 24.6%

*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

9%

U.S. People with Disabilities

5%

U.S. Military Veterans

3%



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 6,300+ 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 Glint survey question: 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
SVP, Deputy General Counsel



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 will continue to focus on in 2024



“ 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

Blue Yonder is a Best Place to Work!

Certified by Great Places to Work for India and Mexico, we're proud of our team, our culture and our commitment to ensuring a diverse, inclusive, welcoming environment for our associates. In 2023, Blue Yonder's DIVE In (Diversity, Inclusion, Value and Equity) blog series won an APEX Award for Publication Excellence.



Blue Yonder Named a Best Company To Work® India – 2023



Blue Yonder Named a Best Company To Work Mexico® - 2023



Blue Yonder Named a Best Company To Work® for Women in Mexico - 2023



Blue Yonder Ranked in Top 20 by HerKey India (formerly JobsForHer)



Blue Yonder honored with 2023 APEX Award for Publication Excellence



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