2021

BLENDOOR

STATE OF DEI IN TECH 2021

An analysis of the diversity, equity, and inclusion performance (and pledges) of 240 tech companies in 2020

Introduction

$4.56B

Cash value of DEI pledges made by 159 tech companies between January 1 - December 31, 2020

Of the 240 tech companies analyzed for this report, 159 companies made 535 Diversity, Equity, and Inclusion (DEI) pledges in 2020 worth a total cash value of $4.56B. In 2014, several companies made similar pledges and publicly disclosed the gender and racial/ethnic breakdown of their workforces. Despite these public displays of commitment to DEI — and the investment of billions of dollars over the last seven years—there is little evidence of tangible progress overall. Based on our analysis, the proportion of women employees increased by 2.14% points, that of Asian employees increased by 8.2% points, and Hispanic and Black employee representation increased by a meager 0.57% and 0.36% points respectively.*

The call for corporate social accountability is louder than ever. Blendoor's inaugural State of Diversity in Tech report aims to answer this call. Powered by BlendScore™, our DEI data and analytics platform enables automated DEI governance, due diligence, and communications at scale. As the de-facto standard for DEI performance, Blendoor gives key stakeholders the benchmarks necessary to align social values and investments.

*Based on the 18 BlendScore™ 240 tech companies that published diversity metrics in 2014: Facebook, LinkedIn, Pinterest, Twitter, Google, Apple, Cisco, eBay, HP, Indiegogo, Nvidia, Dell, Intel, Groupon, Amazon, Salesforce, Pandora, Microsoft

Tech Industry by Gender & Race: 2014 vs 2021

2014

2021

Women
33.6%
35.7%

Asian
24.2%
32.4%

Black
4.3%
4.7%

Hispanic
6.3%
6.8%
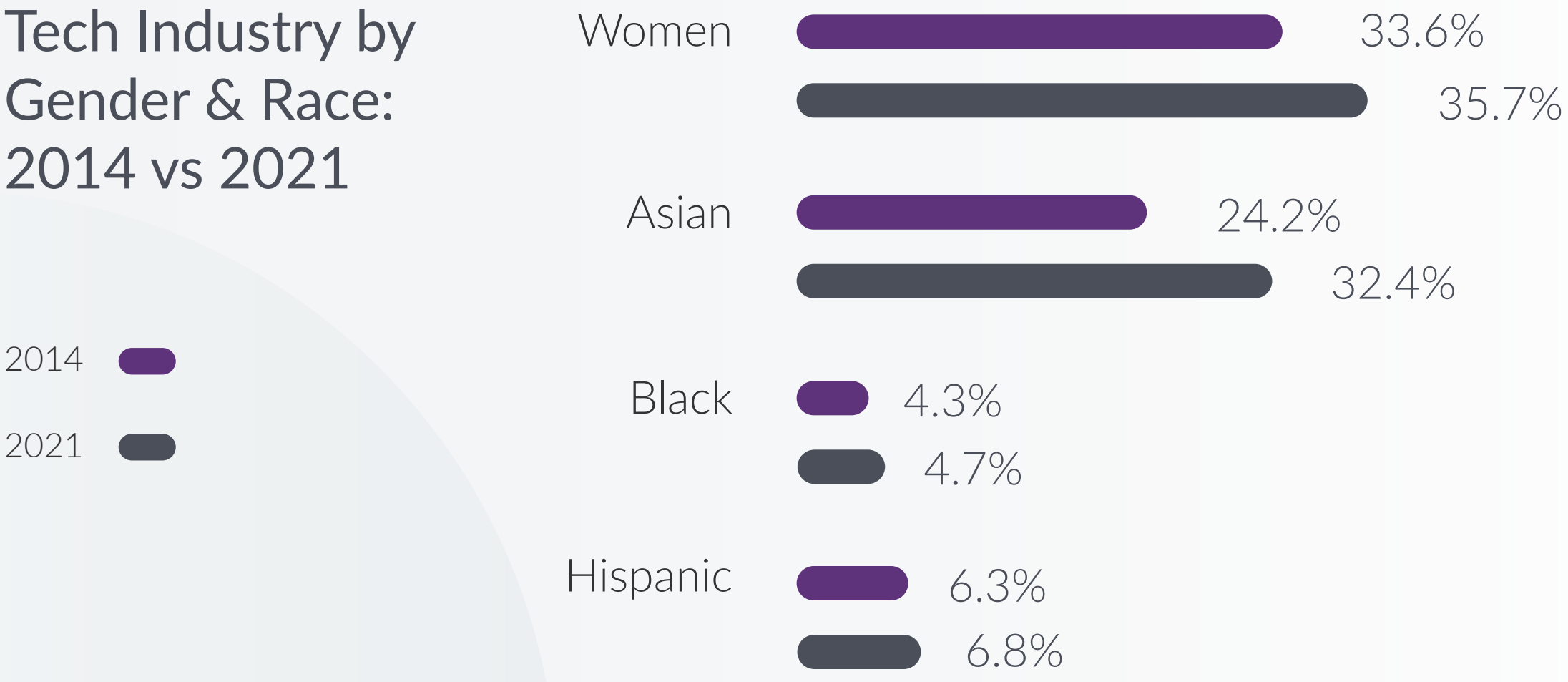
State of Diversity in Tech 2021 Report
By the Numbers

Blendoor's team of data analysts combed through proxy statements, diversity reports, and public data sets to collect DEI-related data on 240 of the largest and most notable tech companies.

240
Tech Companies

535
Pledges

228
Top Partners

113
Best Practices

4,963
Executives and Board Members

Quick Take

Black Lives Matter

20%

fewer Black Employees

A little less than half (110) of the BlendScore™ 240 tech companies analyzed made a #BLM pledge or statement, but only 70% (77) of those companies publicly disclose the percentage of Black employees in their workforce. Further, companies that made a #BLM pledge have 20% fewer Black employees on average than companies that did not make a #BLM pledge.
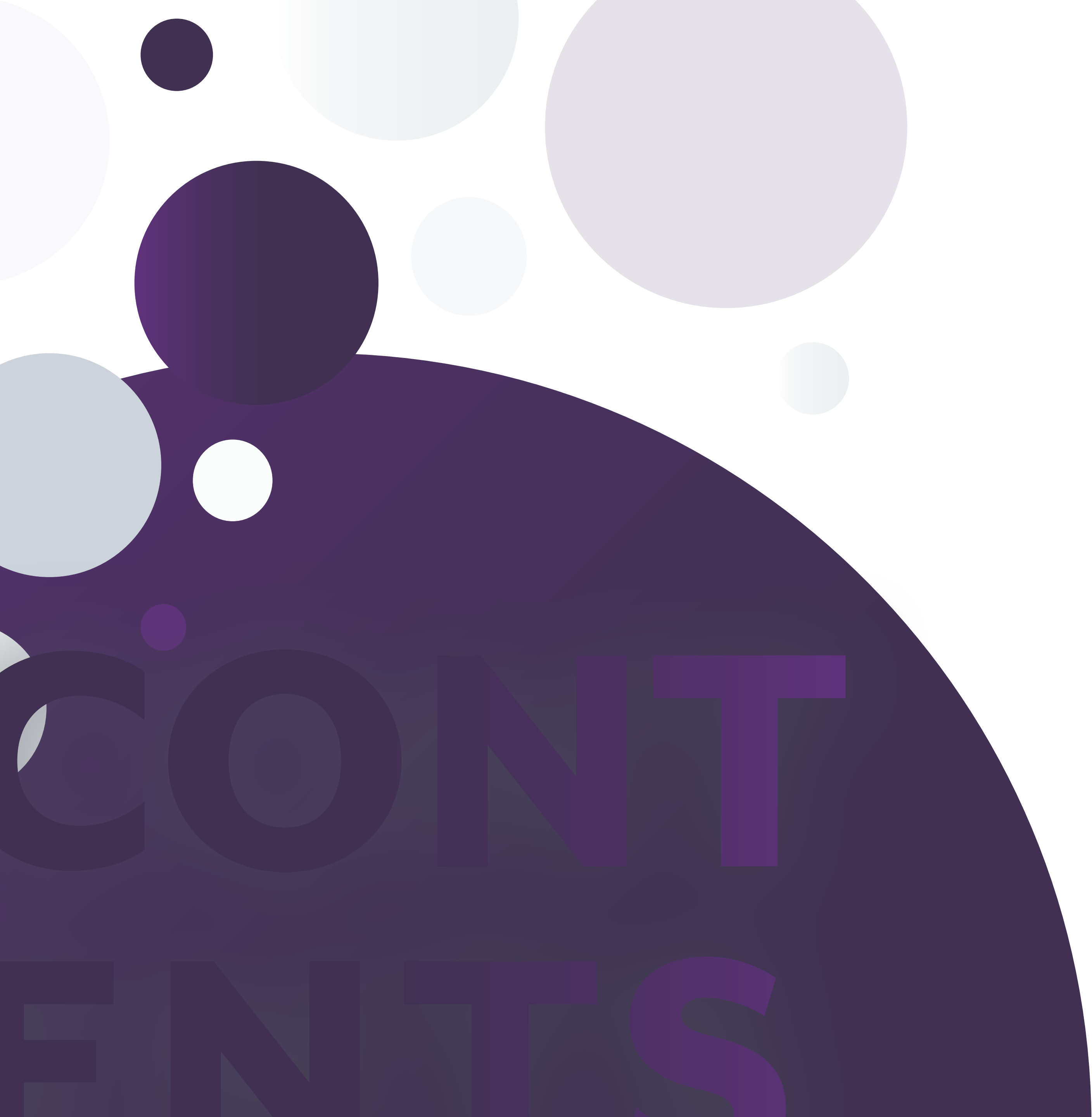
The Pipeline Problem

49%

fewer Asian executives

Women and people of color (POC)* make up 61% of entry level professionals in the BlendScore™ 240 tech companies, but only 48% of senior/executive level professionals. The gap in leadership is widest for Asian employees who make up 37% of entry-level tech professionals, but only 19% of senior/executive-level professionals.

Gender Pay Equity

21%

less total compensation

Named Executive Officers (NEOs) are typically the 5 highest paid executives at a publicly traded company. While women make up 27% of BlendScore™ 240 tech executives, they only make up 15% of NEOs with an average total compensation of $6.2M versus $7.8M for male NEOs.

Pay and Pipeline

ZERO

Black women

There are zero black female named executive officers (NEOs) in tech. NEOs are the 5 highest paid executives in a publicly traded company.

*People of color (POC) are defined in the US as any individuals who do not identify as white.

CONTENTS

About Us

Blendoor is a venture-backed, DEI analytics company founded in SF in 2015. We've helped hundreds of tech companies hire diverse job seekers. Now we help millions of job seekers and investors find diverse companies that fit.

Why 'fit': After years of helping HR teams recruit diverse talent, we discovered a misalignment between intentions and performance. Companies were investing in solutions with minimal oversight or governance making it challenging for key stakeholders to decipher the truth.

Why now: The cash value of diversity related pledges made by tech companies in 2020 alone reached $4.56B, double the value of all pledges made in the 7 prior years combined. With ESG market growth and increased competition for diverse talent, companies can no longer afford to be apolitical or socially unaccountable.

Why us: Blendoor has an audience of over 1.4M diverse professionals and a hard-earned reputation of trust and transparency. We've been featured in Forbes, NPR, Fortune, The Atlantic, Vox, Bloomberg, and The New York Times to name a few. Equipped with 7 years of data, BlendScore™ will be the gold standard job seekers and investors use to identify companies that align with their core values.

How
We Score

BlendScore™ pulls publicly available information from government entities, company websites, and annual reports to collect, normalize, and analyze 2,069 data points per company. Each company's BlendScore™ is dynamically updated whenever a Blendoor analyst or client approves new DEI-related events (i.e., the hiring of new female board member).

BlendScore™ is based on 4 key pillars:

Leadership: development, pledges, board and executive team diversity

Retention: workforce demographics, compensation, benefits, pledges, and initiatives

Recruiting: best practices, pledges, and talent sourcing partnerships

Impact: programs, pledges, and partnerships

IMPACT

LEAD

BLENDSCORE

RECRUIT

RETAIN

LEAD

The first pillar of BlendScore™ is based on company leadership. We analyzed board and executive team diversity, leadership development programs, executive recruiting partners, and pledges tech companies have made to improve the representation of women or people of color at the executive or board level.

BlendScore™ Top Tech Companies for Leadership

These are the tech companies that have the highest representation of women or people of color in leadership, training & development, recruiting activity, and pledges to increase diversity at the board and executive level.

Top 3 tech companies for women in leadership

1st MCKESSON

2nd f

3rd intuit

Top 3 tech companies for POC in leadership

1st hp

2nd Infosys

3rd DOORDASH

12.1 %
Asian
Men

20.8 %
White
Women

42 %
Women
or POC
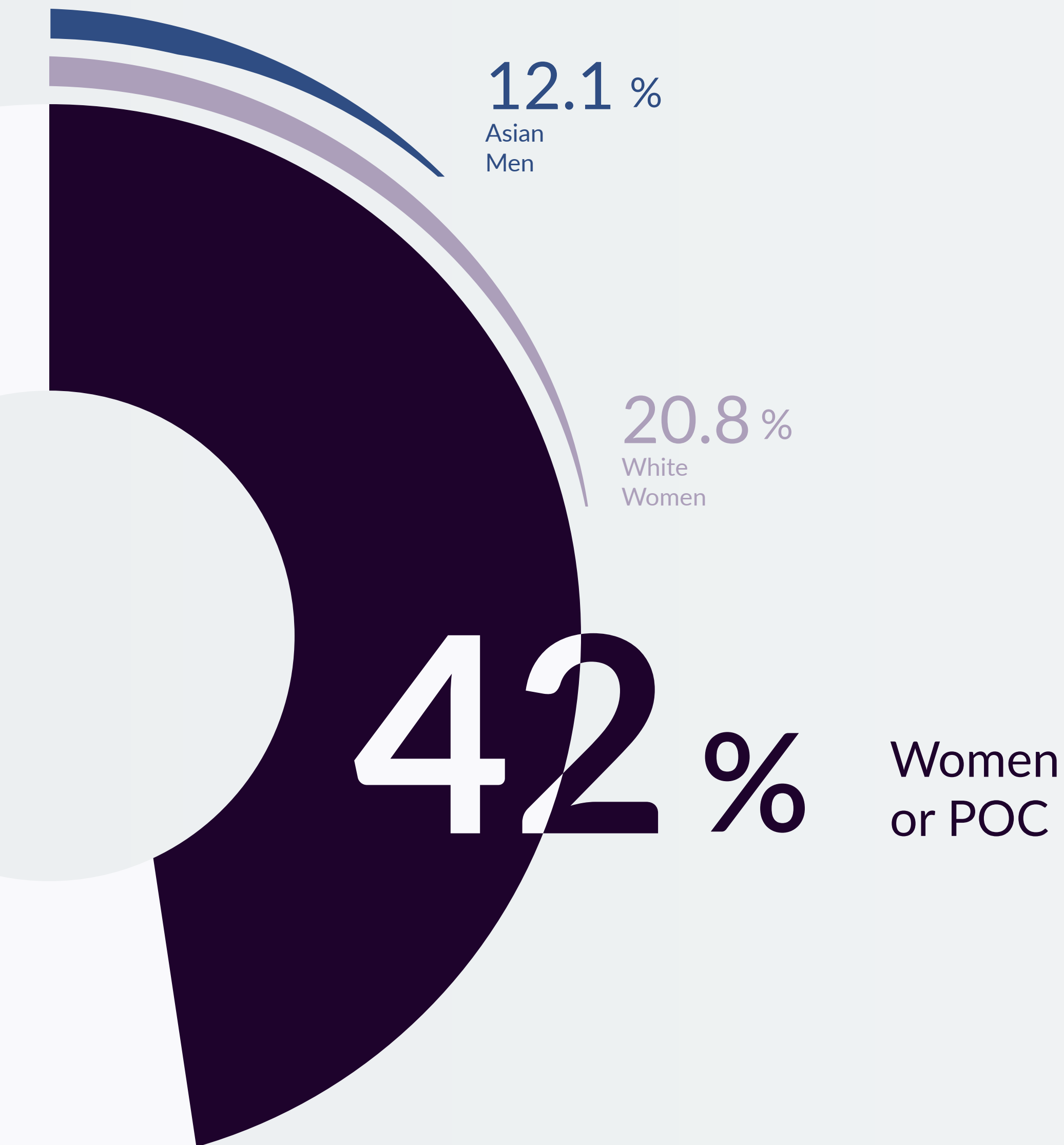
Executive Diversity:
An intersectional analysis of tech executives

Our analysis found that 42.2% of tech company executives are women or people of color (POC). Notably, this group is primarily made up of white women (20.8%) and Asian men (12.1%). On the other hand, underrepresented minority* (URM) women and men make up 4.7% of tech executives despite making up 33.9% of the US working population.

Executive representation and compensation data was collected from the latest DEF14A proxy statement and company website from January 1, 2020 - March 31, 2021 for 240 tech companies.

*Underrepresented Minority (URM) is defined in the US as any individual who does not identify as white or Asian in the tech industry.

Women executives in tech are underrepresented and underpaid

Women make up 48% of the US working population but a mere 26.7% of tech executives who make $1.5M less, on average, than their male counterparts.

Men make up 52% of the US working population, but 73.3% of tech executives who make $250K more, on average, than their female counterparts.

2018 EEOC US Workforce by Race and Gender

White Men	31.5%
Asian Men	3.6%
Black Men	6.9%
Latino & Ind. Men	10.0%
White Women	27.8%
Asian Women	3.2%
Black Women	8.4%
Latina & Ind. Women	8.6%

Representation

High

Asian Men
12.1%
$11.90M

7.5% South Asian
4.1% East Asian
0.5% SE Asian

Compensation

Low

White Men
57.8%
$7.09M

Avg = $7.71M*

High

Asian Women
3.9%
$10.06M

1.6% South Asian
1.9% East Asian
0.4% SE Asian

White Women
20.8%
$5.85M

Black Women
1.3%
NA*

Latina & Indigenous Women
0.7%
$2.66M

Black Men
1.3%
$6.03M

Latino & Indigenous Men
1.4%
$6.02M

Low

Not drawn to scale

*Average total compensation is based on data collected from the DEF14A proxy statements of publicly traded tech companies published between January 1, 2020 - March 31, 2021. Note: there are zero Black Women Named Executive Officers nor were we able to find any non-binary executives.
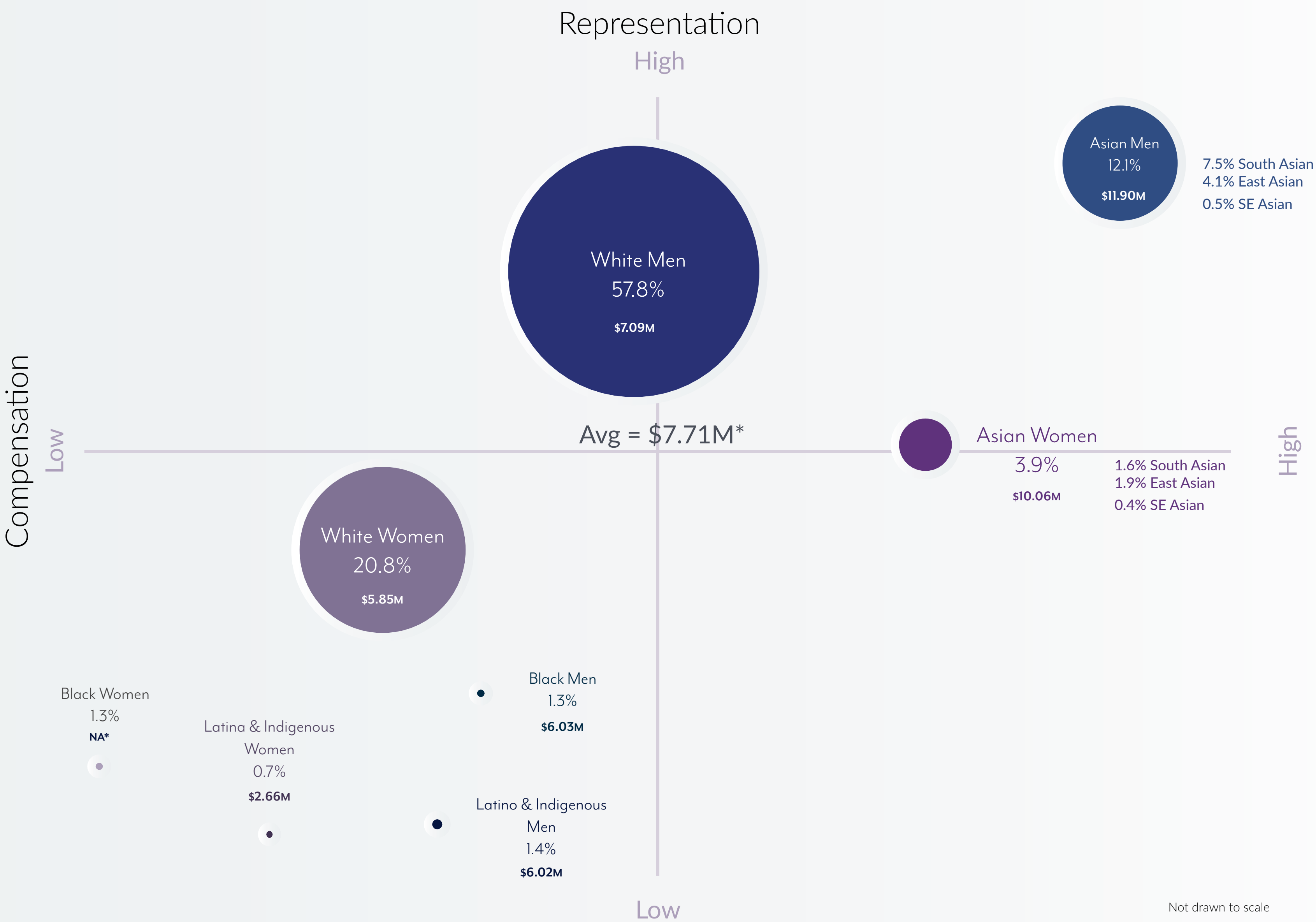
Women and URM executives are less likely to be in board eligible roles

According to a 2020 Stanford research study, 30% of all new board appointments in 2019 were current or former CEOs. Based on our analysis, 70% of tech CEOs are white men. Women and URM executives are far more common in non-P&L functions that, even in the c-suite, are the least likely to lead to a board seat (i.e., HR, Marketing, and Diversity).

Current Board Member

Most Likely

CEO

CFO

COO

Somewhat Likely

Accounting

Legal

Technology/Product

Strategy

Least Likely

Sales/Revenue

Diversity/CSR

HR

Marketing
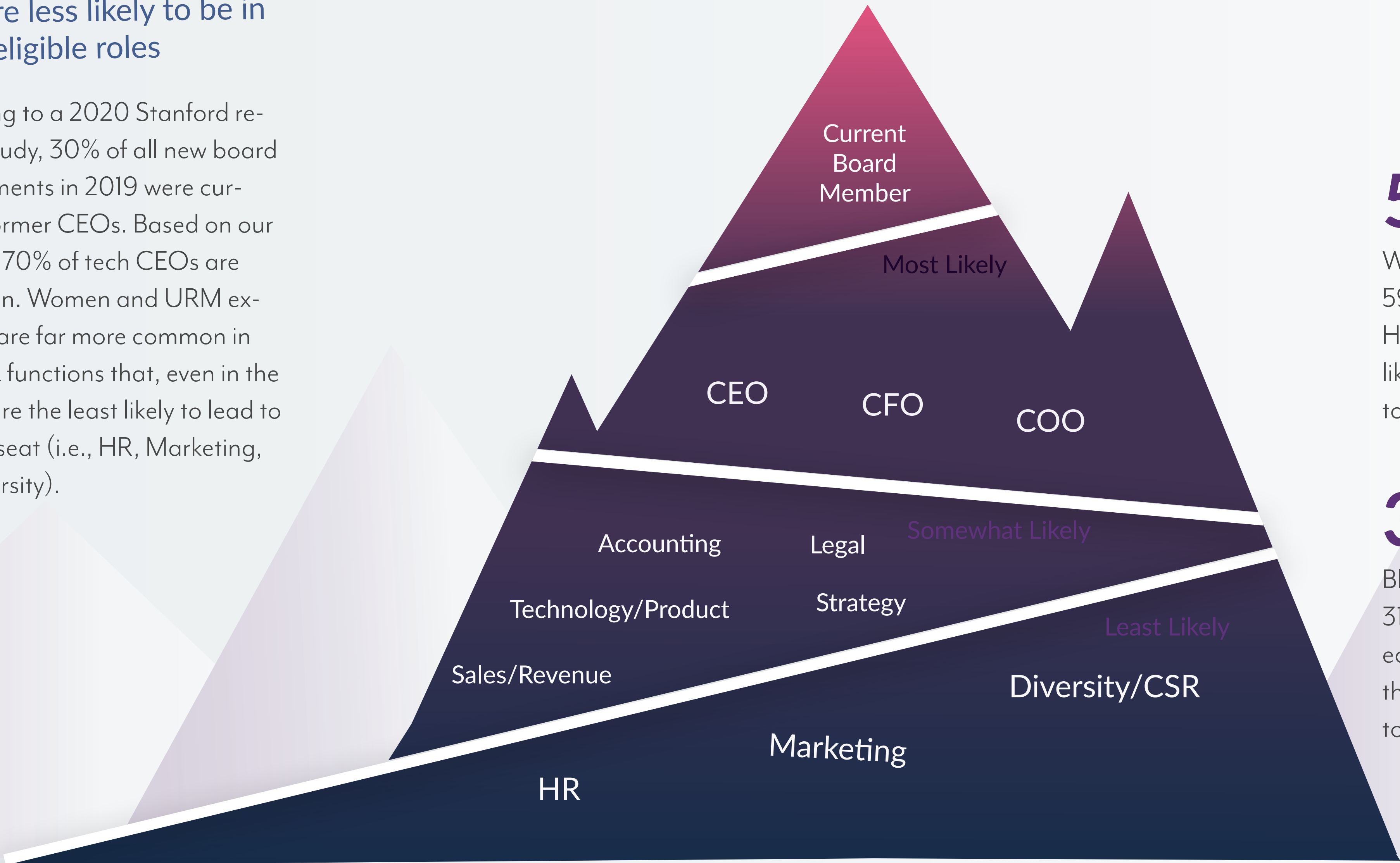
59% White Women

White Women make up 59% of HR executives. HR is among the least likely functions to lead to a board seat.

31% Black Women

Black Women make up 31% of Diversity/CSR executives. CSR is among the least likely functions to lead to a board seat.

9.5 %
Asian
Men

18.1 %
White
Women

36 % Women
or POC
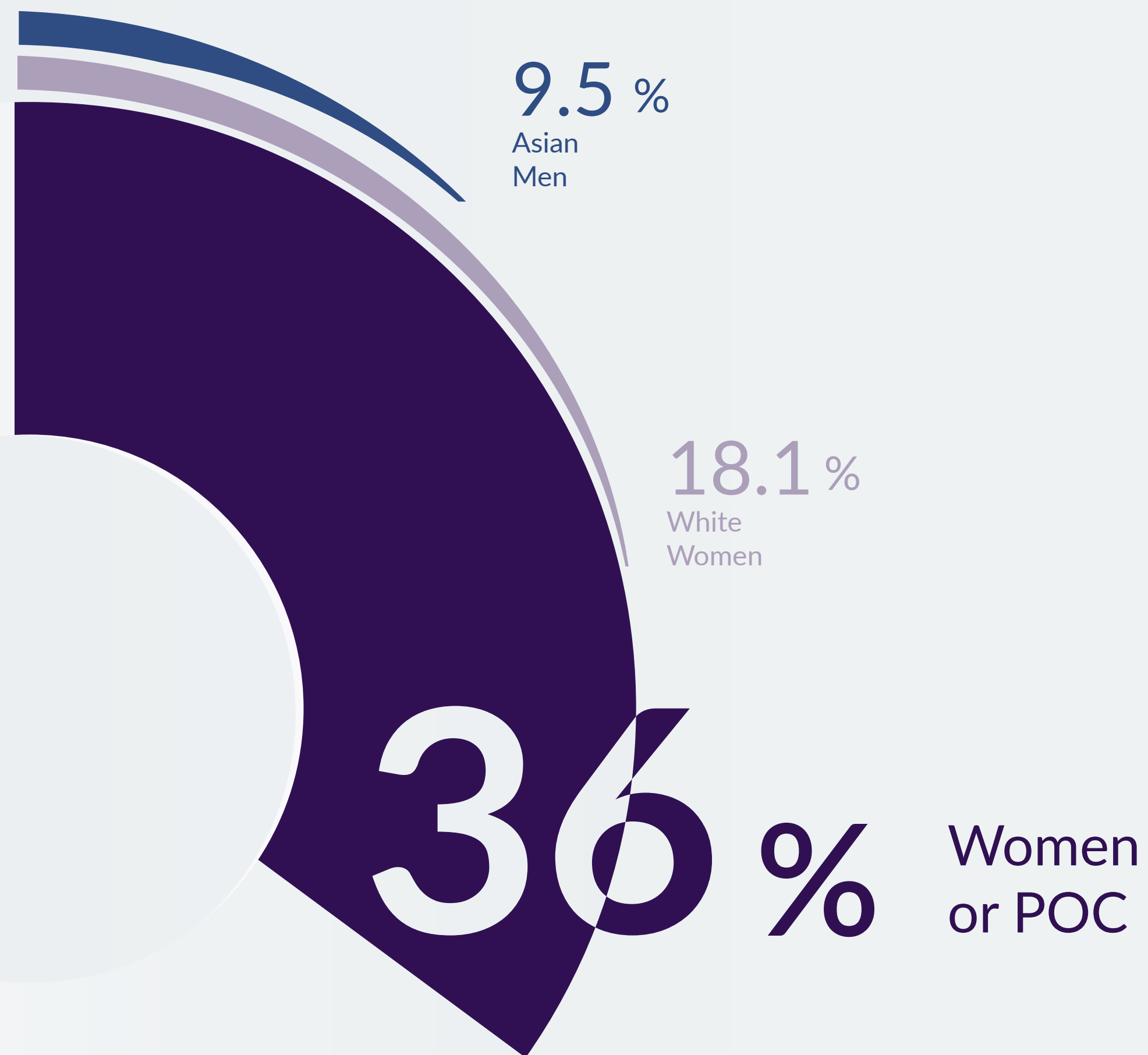
Board Diversity:
An intersectional analysis of tech boards

Our analysis found that 36.4% of tech company board members are women or people of color (POC). This is slightly lower than the diversity of tech executives, but similar to tech executives, this group is primarily made up of white women (18.1%) and Asian men (9.5%). Underrepresented minority (URM) women and men make up 5.9% of board members despite making up 33.9% of the US working population.

Board representation and compensation data was collected from the latest DE-F14A proxy statement and company website from January 1, 2020 - March 31, 2021 for 240 tech companies.

Women board members in tech are underrepresented and underpaid

Women make up 48% of the US working population but a mere 22.7% of tech boards who make $74K less, on average, than their male counterparts.

Men make up 52% of the US working population, but 77.3% of tech boards who make $215K more, on average, than their female counterparts.

2018 EEOC US Workforce by Race and Gender

White Men	31.5%
Asian Men	3.6%
Black Men	6.9%
Latino & Ind. Men	10.0%
White Women	27.8%
Asian Women	3.2%
Black Women	8.4%
Latina & Ind. Women	8.6%

*Average total compensation is based on data collected from the DEF14A proxy statements of publicly traded tech companies published between January 1, 2020 - March 31, 2021.

Representation

High

Compensation

Low   High

Avg = $434K

Asian Men
9.5%
$708K

5.6% South Asian
3.7% East Asian
0.2% SE Asian

White Men
63.6%
$668K

Asian Women
2.5%
$403K

1.6% South Asian
1.9% East Asian
0.4% SE Asian

White Women
18.1%
$330K

Black Men
3.1%
$339K

Black Women
1.6%
$614K

Latina & Indigenous Women
0.5%
$220K

Latino & Indigenous Men
0.7%
$266K

Low

Not drawn to scale
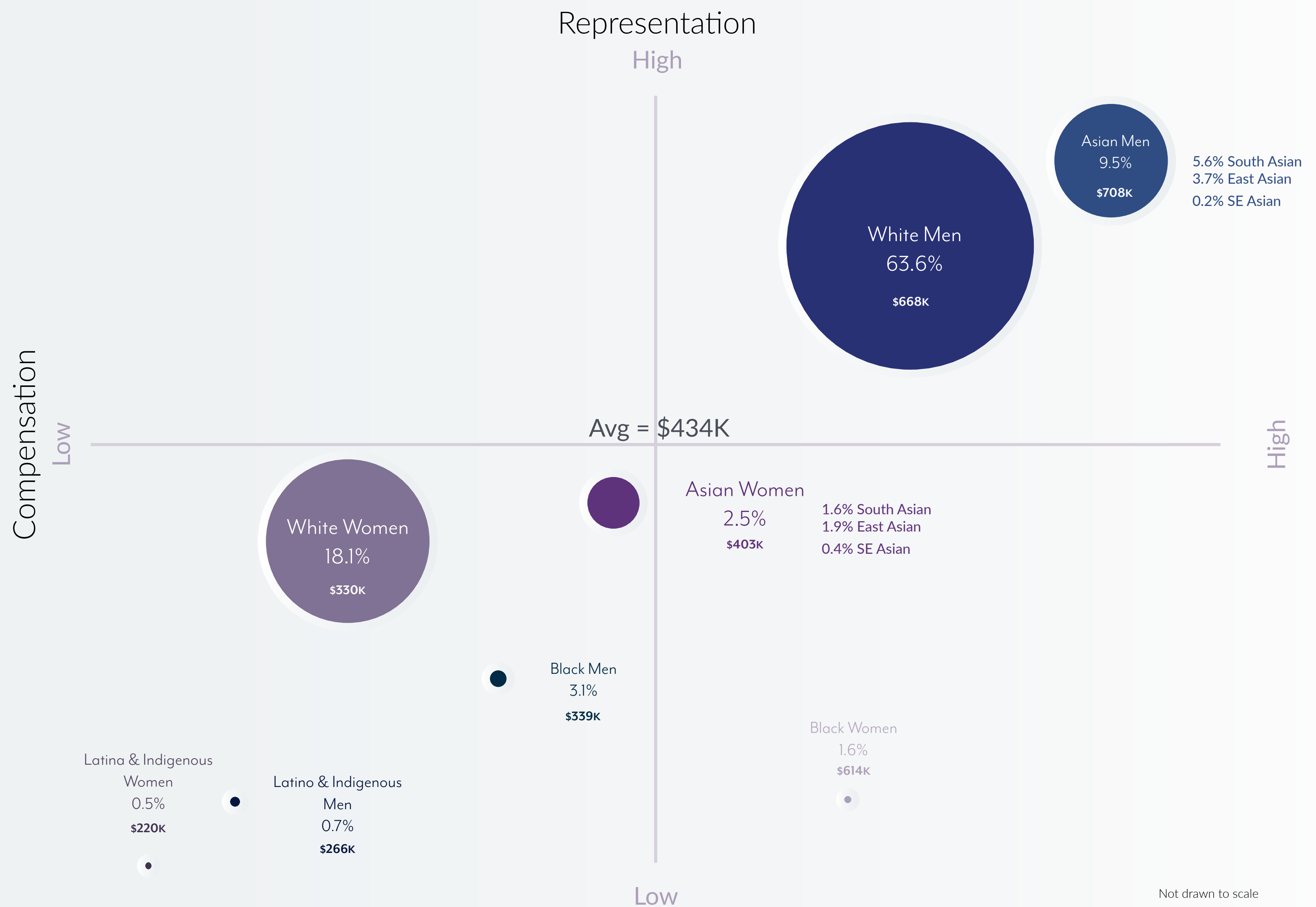
The second pillar of BlendScore™ is based on employee retention. We analyzed workforce diversity statistics, benefits, employee resources, programs, policies, partners, and pledges companies have made to improve the equity, inclusion, and belonging of women and underrepresented minorities (URMs).

BlendScore™ Top Tech Companies for Retention

These are the companies that have the highest representation of women or underrepresented minorities (URM) in their workforces, benefits, employee resources, programs, policies, partners, and pledges to increase employee diversity and retention.

Top 3 tech companies for retaining women

1st
Expedia

2nd
BOOKING HOLDINGS

3rd
BuzzFeed

Top 3 tech companies for retaining URMs

1st
leidos

2nd
TEXAS INSTRUMENTS

3rd
match

16.8 %
Asian
Men

19.0 %
White
Women
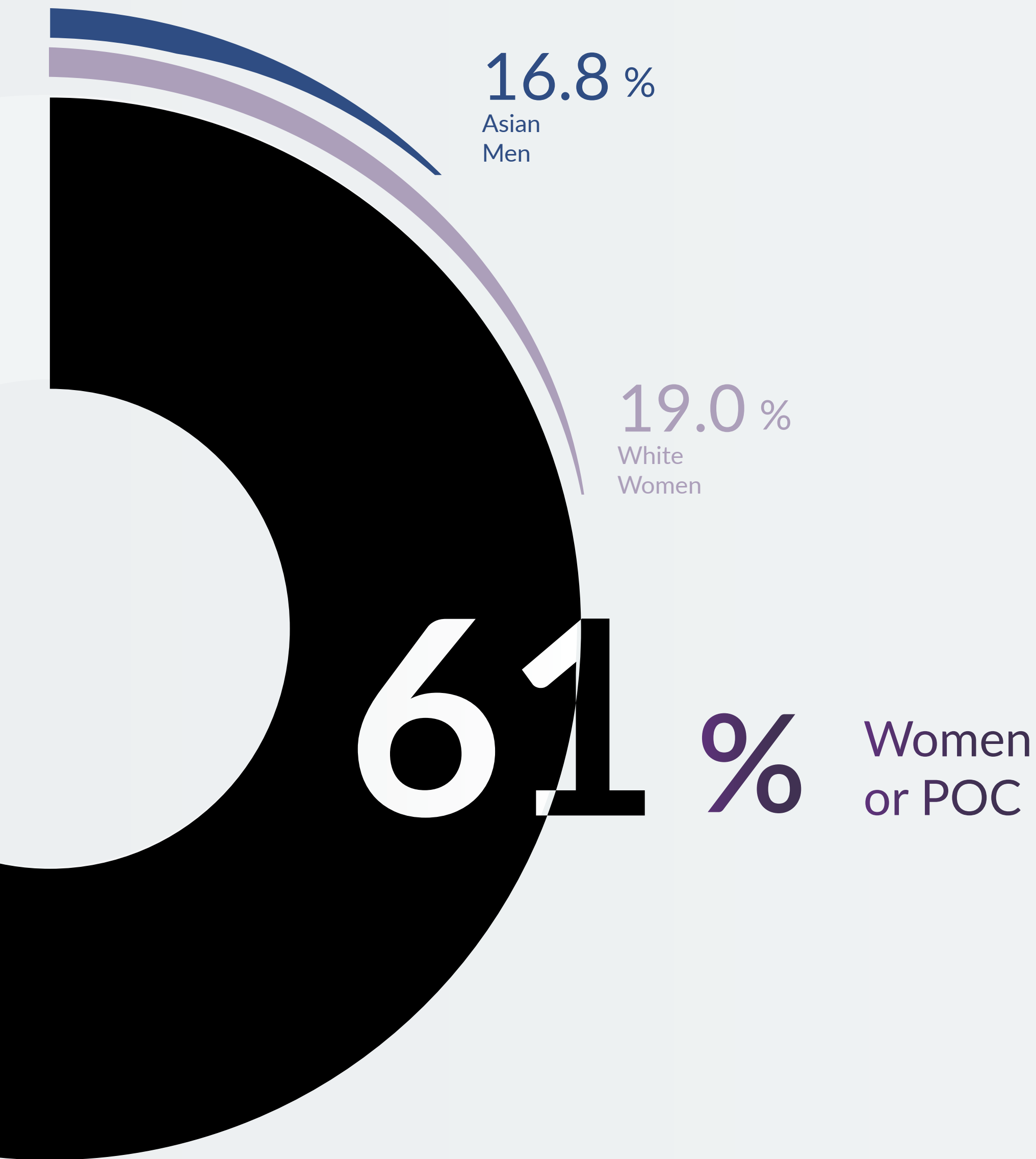
61% Women or POC

Workforce Diversity:
An intersectional analysis of tech employees

Our analysis found that 61% of tech company employees are women or people of color (POC). This is much higher than the diversity of tech executives and boards, but similar in that this group is primarily made up of white women (19.0%) and Asian men (16.8%). Underrepresented minority (URM) women and men make up 16.1% of tech employees despite making up 33.9% of the US working population.

Tech workforce representation data was collected from the latest diversity reporting (if published) from January 1, 2020 - March 31, 2021 for 240 tech companies. Tech workforce compensation data is based on the ChartHop research published in 2020.

URM employees in tech are underrepresented and underpaid

URMs make up 33.9% of the US working population but a mere 16.1% of tech employees who make $35K less in salary, on average, than their white & Asian counterparts.*

Whites and Asians make up 66.1% of the US working population, but 83.9% of tech employees.*

2018 EEOC US Workforce by Race and Gender

White Men	31.5%
Asian Men	3.6%
Black Men	6.9%
Latino & Ind. Men	10.0%
White Women	27.8%
Asian Women	3.2%
Black Women	8.4%
Latina & Ind. Women	8.6%

All Employees
33% 66%
48% 52%

White Employees
Avg Salary=$130k
19% 39% 58%
27.8% 31.5% 59.3%

Asian Employees
Avg Salary=$128k
8.3% 16.8% 25.1%
3.6% 3.9% 6.8%

Black Employees
Avg Salary=$91k
2.5% 2.5% 5%
8.4% 6.9% 15.3%

Hispanic & Indigenous Employees
Avg Salary=$98k
3.3% 7.8% 11.1%
8.6% 10% 18.6%

Women   Men

Tech Employees

US Workforce

*Average salary is based on the report published by ChartHop: Charting Better Workplaces 2020
Note: Totals in the graph do not add up to 100% due to rounding.
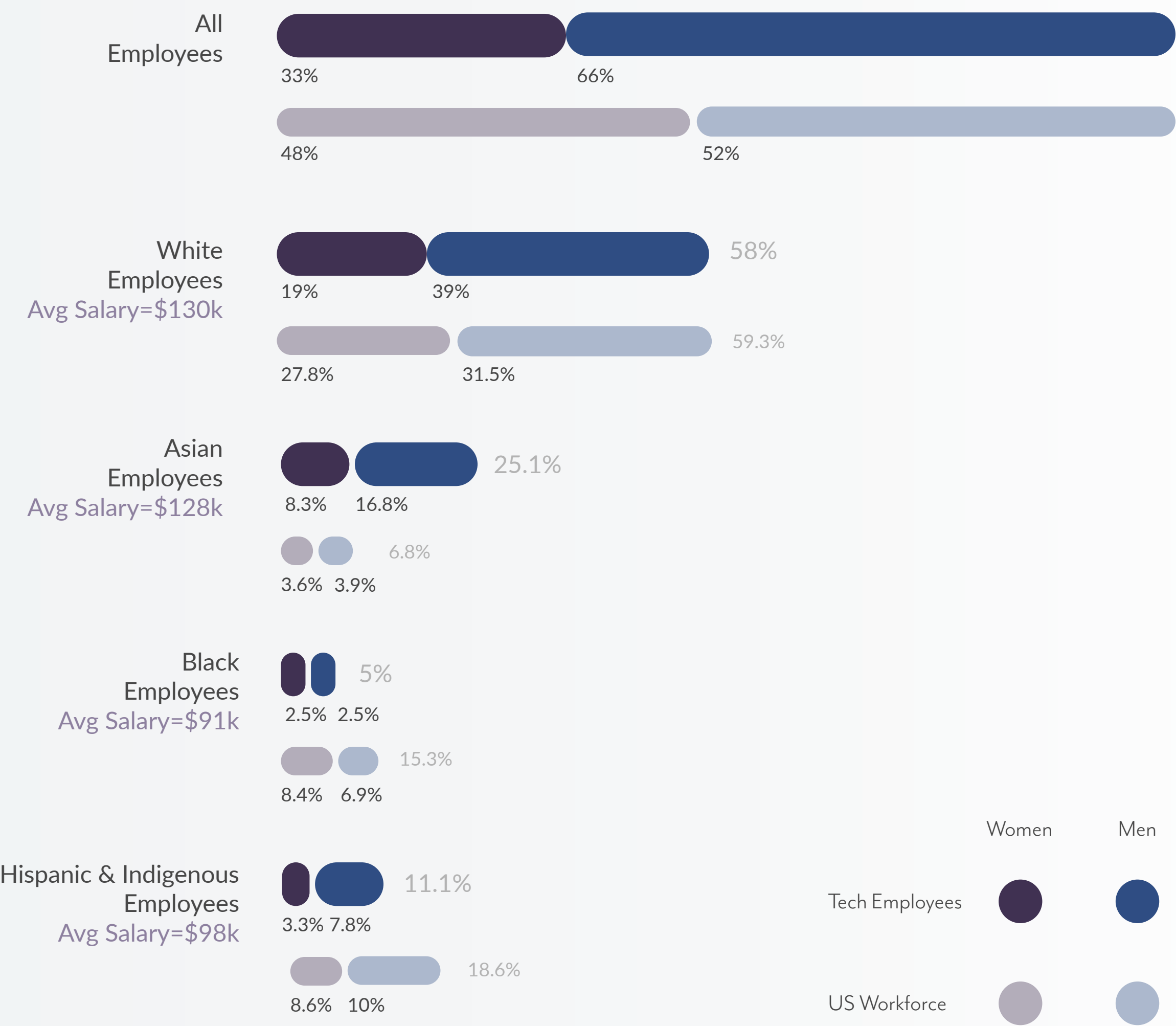
Companies' size, age, and location impact diverse representation

Our analysis found strong correlations between company characteristics (i.e., size, age, location) and the representation of various demographics of people.
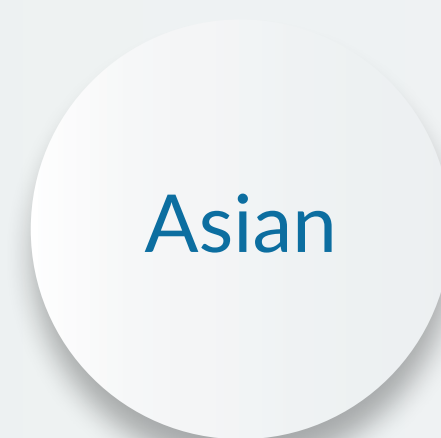
Asian

Asian people fare better at younger companies headquartered in the West

Size: N/A

Non-factor
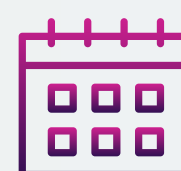
Age: Younger

Younger companies (founded after 2008) have on average 32% more Asian executives than older companies.

Location: West

Companies headquartered in the West have an average of 110% more Asian employees than companies located elsewhere in the US.

Women

Women fare better at larger, older companies headquartered outside of the Southeast

Size: Large

Larger companies (over 10K employees) have on average of 56% more women executives than smaller companies.

Age: Older

Older companies (founded before 1980) have on average of 24% more women board members than younger companies.

Location: ~~Southeast~~

Companies headquartered in the South East have on average 21% fewer women employees than companies located elsewhere in the US.

URM

URMs fare better at larger, older companies headquartered in the Midwest

Size: Large

Large companies (over 10K employees) have on average 124% more URM board members than smaller companies.

Age: Older

Older companies (founded before 1970) have on average 67% more URM executives than younger companies

Location: Midwest

Companies headquartered in the Midwest have on average 50% more URM executives than companies located elsewhere in the US.

230 of 240
TARGET: WOMEN

203 of 240
TARGET: WOMEN

129 of 240
TARGET: ALL

1st
Maternity
Leave

2nd
Flexible
Time

3rd
Mental Health
Coverage
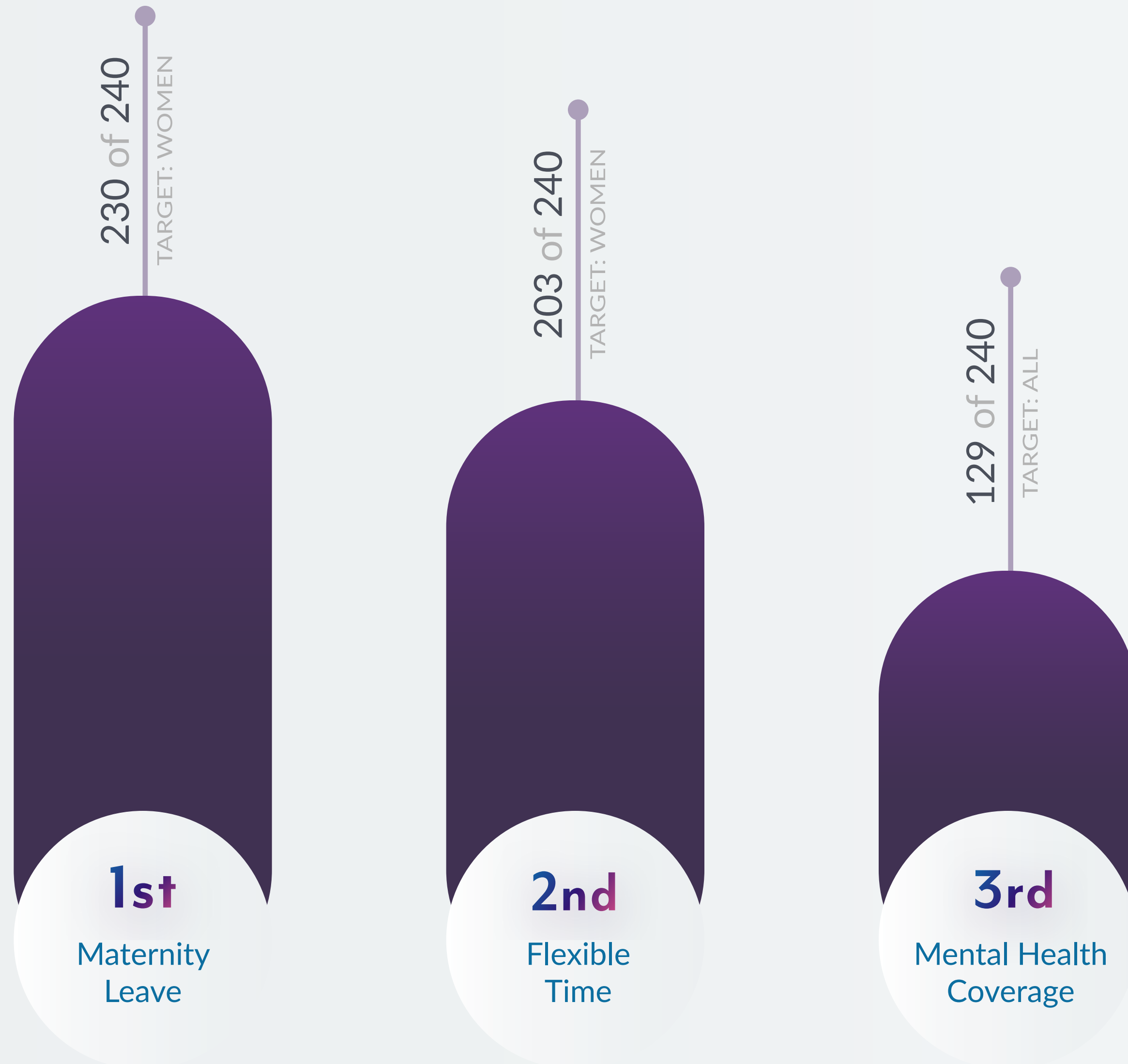
Maternity leave is the most common benefit offered by tech companies

These are the 3 most popular benefits that the BlendScore™ 240 tech companies have adopted to advance equity in the workplace.

163 of 240
TARGET: WOMEN

137 of 240
TARGET: WOMEN

100 of 240
TARGET: LGBTQ

1st
Women's
Programs &
Events

2nd
Women's
ERG

3rd
LGBTQ
ERG
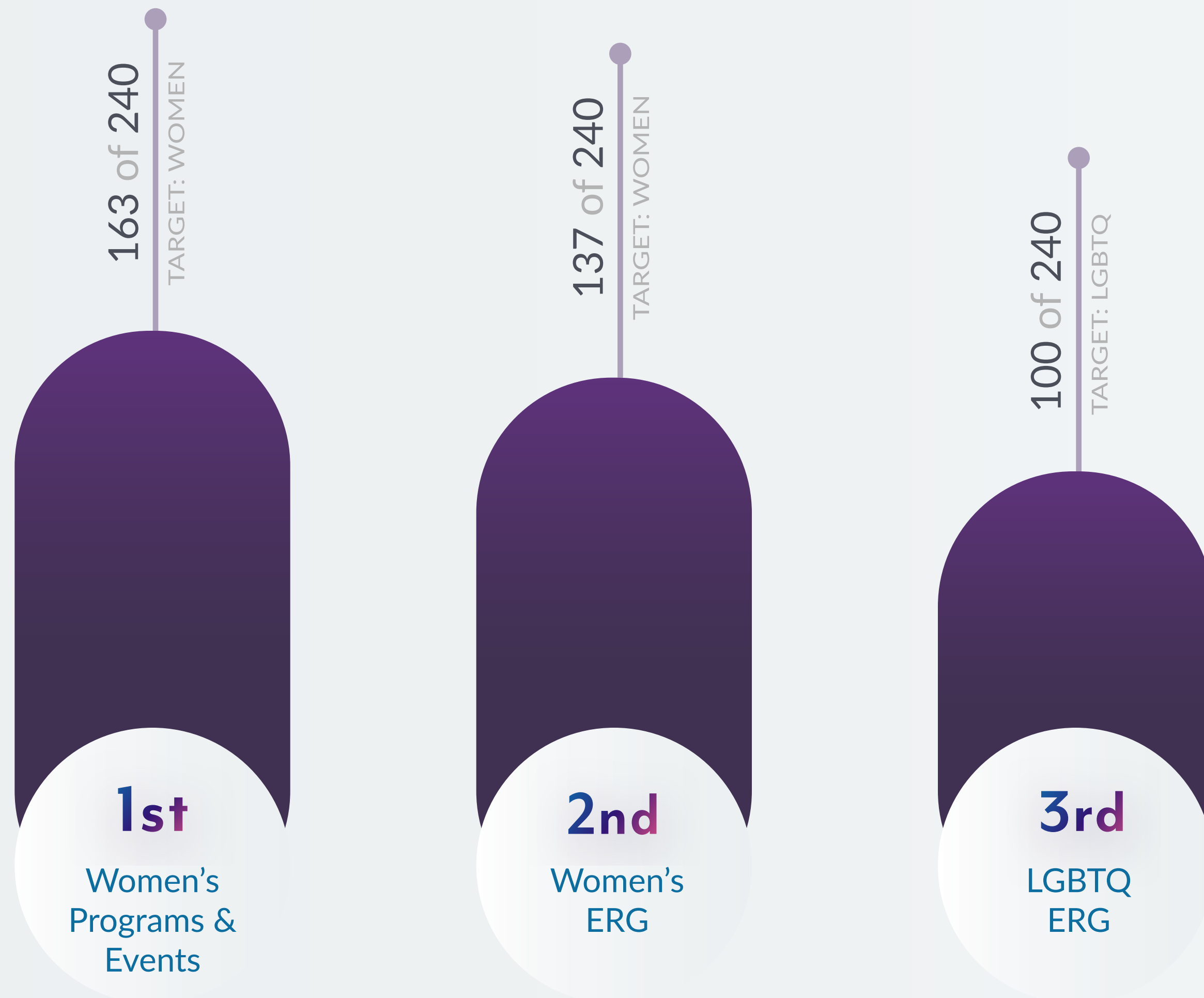
Women-focused programs and events are the most common inclusion and belonging practices of tech companies

These are the 3 most popular practices that the BlendScore™ 240 tech companies have adopted to advance inclusion & belonging in the workplace.

RECRUIT

The third pillar of BlendScore™ is based on employee recruiting. We analyzed recruiting class diversity statistics, recruiting programs, policies, partners, and pledges companies have made to improve the representation of women, URMs, veterans, LGBTQ, and people with disabilities.

BlendScore™ Top Tech Companies for Recruiting

These are the companies that have enacted proactive policies and established partnerships with key organizations to facilitate the successful sourcing and hiring of women and underrepresented minorities (URMs).

Top 3 tech companies for recruiting women

1st Pinterest

2nd Adobe

3rd in

Top 3 tech companies for recruiting URMs

1st mozilla

2nd SurveyMonkey

3rd f

12% Asian Women

Entry-Level Tech Workforce

58% Drop off

5% Asian Women Tech Executives
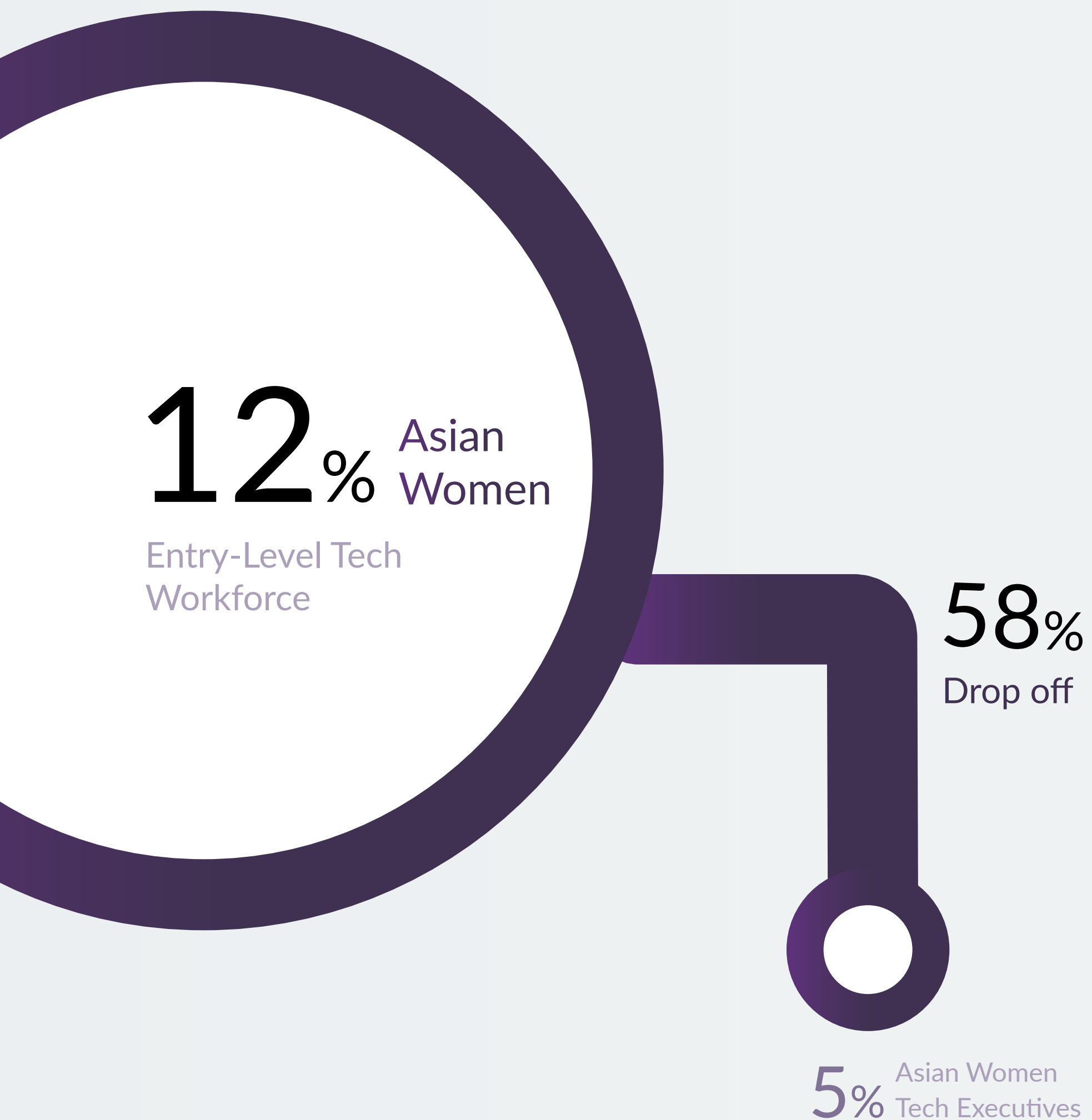
Executive Pipeline:
An intersectional analysis of the leadership pipeline

Asian women have the lowest upward mobility in the path from entry-level to executive/senior-level with representation dropping by 58%. Asian men don't fare much better with executive/senior-level representation dropping off by 36%. Nonetheless, Asian men make up 14% of the executive/senior-level in the tech industry versus 4% of the executive/senior-level across all industries.

We analyzed gender and race/ethnicity demographics by level based on the 13 tech companies who publicly disclosed their 2018 EEO-1 and the broader 2018 EEOC data.

Entry-level Asian employees are underrepresented in leadership

According to 2018 EEOC data: Asians represent 37% of entry-level, but only 19% of senior/executive-level professionals in tech (versus 6.2% of overall US senior/executives).

Whites represent 50% of entry-level and 70% of senior/executive-level professionals in tech (versus 84.4% of overall US senior/executives).

2018 EEOC US Executives and Senior Managers by Race and Gender

White Men	59.0%
Asian Men	4.4%
Black Men	1.6%
Latino & Ind. Men	3.2%
White Women	25.4%
Asian Women	1.8%
Black Women	1.7%
Latina & Ind. Women	1.7%

Tech Pipeline

	Entry	Manager	Executive
White Men	34 %	40%	52%
Asian Men	25 %	20%	14%
URM Men	08 %	05%	04%
White Women	16 %	20%	18%
Asian Women	12 %	10%	05%
URM Women	04 %	04%	03%

171 of 240
TARGET: WOMEN

167 of 240
TARGET: WOMEN

136 of 240
TARGET: ALL

1st
URM Recruiting
Program

2nd
Women
Recruiting

3rd
Diversity
Website
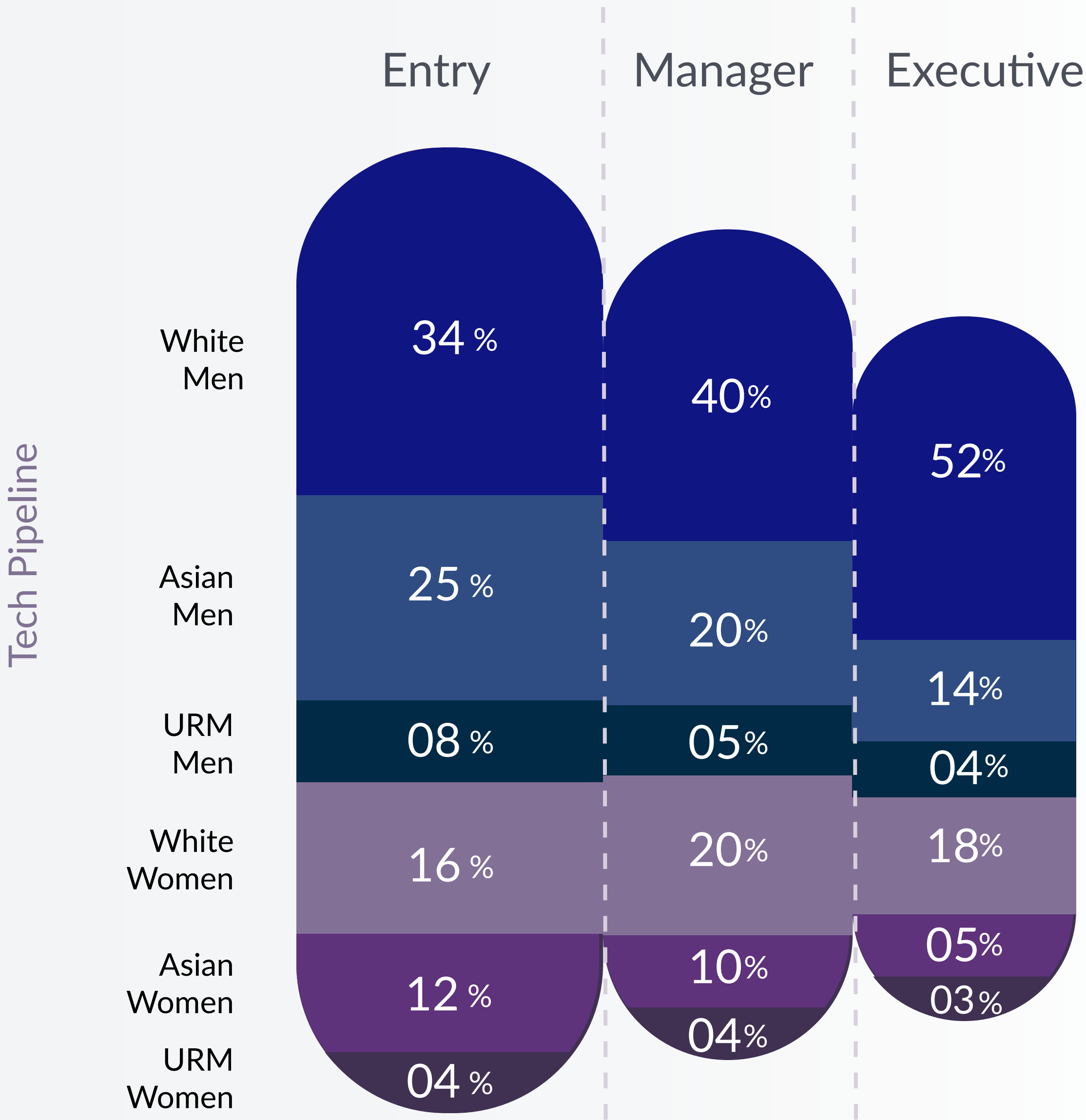
URM recruiting is the most common recruiting practice of tech companies

These are the 3 most popular practices that the BlendScore™ 240 tech companies have adopted to advance diversity recruiting.

147 of 240

TARGET: HISPANIC

119 of 240

TARGET: WOMEN

90 of 240

TARGET: WOMEN, LGBTQ

1st

Prospanica

2nd

Anita Borg Institute

3rd

Lesbians Who Tech
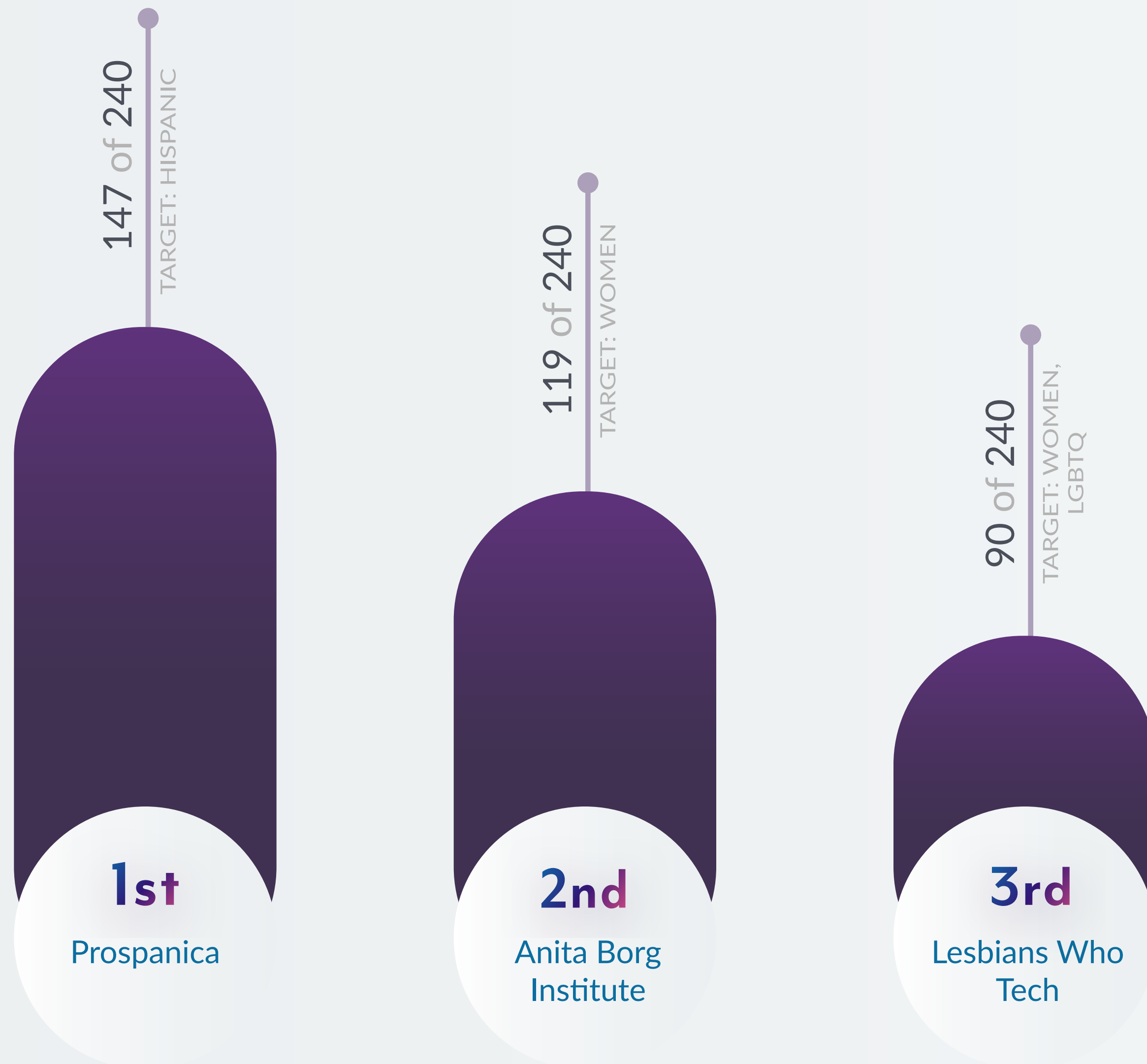
Prospanica is the most common diversity recruiting partner for tech companies

These are the 3 most popular partnerships that the BlendScore™ 240 Tech companies have adopted to broaden recruiting efforts.

IMPACT

The fourth pillar of BlendScore(TM) is based on corporate social impact. We analyzed social impact programs, public policy support, non-profit sponsorships, and the pledges companies have made to improve social outcomes for women, POC, veterans, LGBTQ, and people with disabilities.

BlendScore™ Top Tech Companies for Impact

These are the companies who have enacted programs and established partnerships with key non-profits in the vein of corporate social responsibility.

Top 3 tech companies impacting women and girls

1st Etsy

2nd f

3rd BlackRock

Top 3 tech companies impacting URMs

1st upwork

2nd glassdoor

3rd Snap

117 of 240

TARGET: ALL

69 of 240

TARGET: WOMEN, POC, VETERANS, DISABLED

17 of 240

TARGET: WOMEN, POC

1st

Diversity
Reporting

2nd

Supplier
Diversity

3rd

Diversity
Scholarships
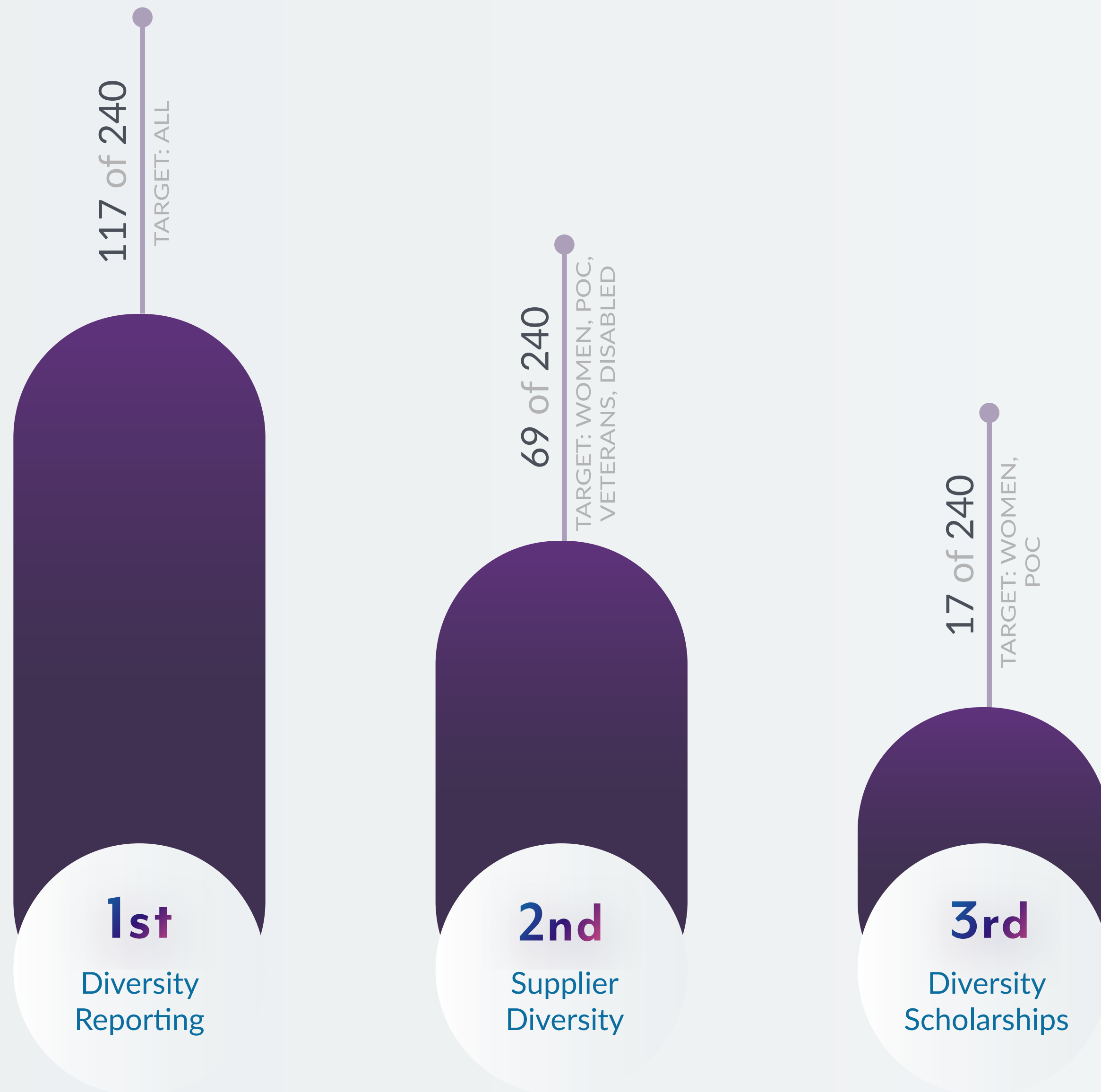
Annual diversity reporting is the most common impact practice of tech companies

These are the 3 most popular social impact programs that the Blend-Score™ 240 Tech companies have adopted to lead social change.

52 of 240
TARGET: URM

46 of 240
TARGET: WOMEN

44 of 240
TARGET: WOMEN
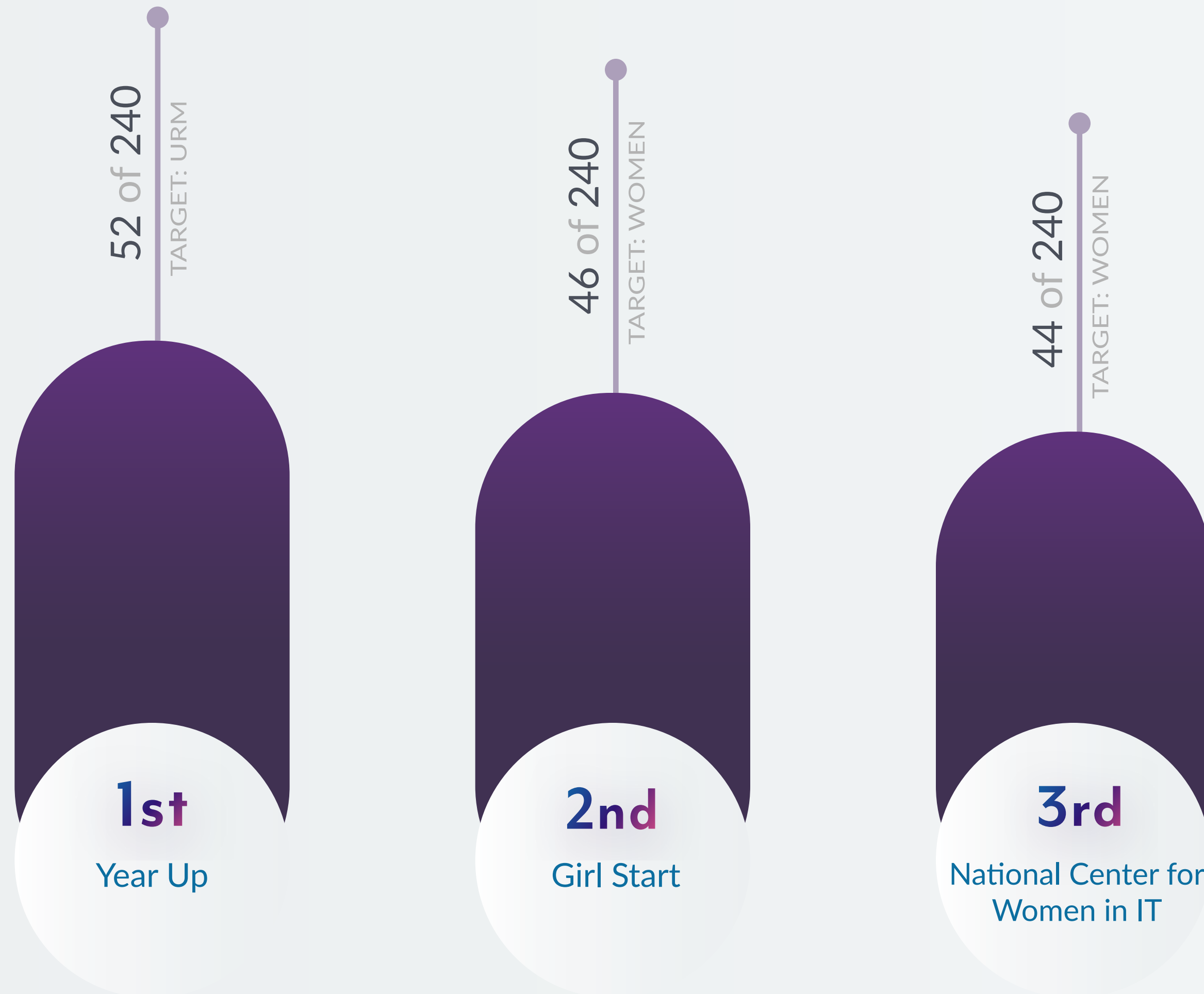
Year Up is the most common non-profit sponsored by tech companies

These are the 3 most popular non-profit organizations that companies have sponsored to advance social change

1st
Year Up

2nd
Girl Start

3rd
National Center for Women in IT

Without governance DEI is PR

2021 is ushering in a new generation of environmental and socially conscious investors, consumers, and job seekers. Companies who take an apathetic or apolitical stance on social issues will find it difficult to attract and retain the best talent. Blendoor provides corporate governance and employer branding solutions to forward-thinking, sustainable companies and institutions. BlendScore™ Top Companies will soon include the Financial Services, Healthcare, Education, and Consumer Goods industries. The BlendScore™ insights and API will soon be available for media, financial analysts, and online job boards. Contact us to learn more: hello@blendoor.com.

CON
CLU
SIO

Call
To Action

Boards & Executive Teams – Adopt reporting standards

Diversity was mentioned in 40% of earnings calls in 2020. Institutional investors, regulators, and shareholders alike are demanding DEI data disclosure. BlendScore™ is leading the way as the de-facto standard for DEI governance.

Investors – Incorporate DEI standard metrics in diligence

Impact investing grew 42.4% in 2020 alone to $715B AUM, but the ESG analytics industry sorely lacks suitable standards for DEI data collection and reporting. Whether you are raising your next fund or conducting due diligence, Blendoor can help you differentiate your portfolio, evaluate potential investments, and hire through a DEI-optimization lens.

Job Seekers – Find your fit

Where you work matters. Find a company where you are most likely to succeed and belong. Check out BlendScore™ Top Companies and download Blendoor's Find My Fit App (coming soon) to identify places to work that reflect you and contribute to fairness and equity for all.

Policy Makers – Require public disclosure

The EEO-1 form, which provides a demographic breakdown of an employers workforce by race and gender, was instituted in 1967. It has not evolved much in the decades since, nor is it very accessible. Companies, especially government contractors, should be required to publicly disclose their EEO-1 data (see The Center for Investigative Reporting vs United States Department of Labor).

Media – Keep us honest

Until the SEC requires some level of standard reporting and public disclosure, we rely upon the media to keep companies honest on diversity pledges, hiring targets, and initiatives. We are happy to partner with any media outlet interested in leveraging our publicly available data and insights powered by BlendScore™ (contact hello@blendoor.com).

APPENDIX

I. Methodology

Overview

BlendScore™ is a dynamic scoring system that rates corporate equity, diversity & inclusion for organizations based on 4 focus areas: (1) Leadership, (2) Retention, (3) Recruiting, and (4) Impact. What differentiates BlendScore from similar indices is it periodically pulls from publicly available, open-source data providing the most accurate and up-to-date information. Unlike other diversity rankings, BlendScore™ is an unsolicited rating.

Sources

- Various Company Websites
  Examples:
  o   About Us or Team Page
  o   Annual Diversity or CSR Reports
  o   Investor Relations
  o   Diversity Site
  o   Careers Site
  o   Supplier Diversity Site
- LinkedIn
- Crunchbase
- Glassdoor

- Craft
- The Org
- US Securities and Exchange Commission (SEC) EDGAR
  Examples:
  o   DEF 14A
  o   10-K
  o   S-1
- Various Pledge Websites and Corporate Announcements
  Examples:
  o   CEO Action
  o   Parity Pledge
  o   The Board Challenge
- Professional and Non-Profit Organizations' "Our Partners" Page
  Examples:
  o   Code2040
  o   National Center for Women in IT (NCWIT)
  o   Management Leaders for Tomorrow (MLT)
- Various Diversity Rating Websites
  Examples
  o   Human Rights Campaign (HRC)
  o   Disability Equality Index
  o   Military Friendly

- o National Center for Women in IT (NCWIT)
- o Management Leaders for Tomorrow (MLT)
- • Various Diversity Rating Websites

Examples
- o Human Rights Campaign (HRC)
- o Disability Equality Index
- o Military Friendly

id	
3	1,001 - 3,000
4	3,001 - 10,000
5	10,001 - 30,000
6	30,001 - 100,000
7	100,001 - 200,000

- o Company Sub-Industry

  LinkedIn Industry Codes
- o Company Age

id	year_founded
1	1833 - 1968
2	1969 - 1979
3	1980 - 1989
4	1990 - 1999
5	2000 - 2007
6	2008 - 2011
7	2012 - present

Classifications

- o Company Type

id	name
0	public
1	private
2	subsidiary
3	foreign

- o Company Region

id	region
1	NE
2	SE
3	MW
4	SW
5	W
6	Foreign

- o Company Size

id	total_employees
0	0 - 100
1	101 - 500
2	501 - 1,000

o Board Member Type

id	name	description
1	Board Member	Current board member cited on company website and/or an official SEC report
2	Old Board Member	Past board member cited in an official SEC report

o Executive Type

id	name	description
1	Unnamed Executive	Current executive listed on company website, but not cited as NEO in an official SEC report
2	Named Executive Officer (NEO)	Current NEO (~5 highest paid executives) cited in an official SEC report
3	Old Named Executive	Past NEO cited in an official SEC report

o Executive Seniority

id	name
1	Manager
2	Director/Head/Lead
3	VP
4	SVP/EVP
5	CxO

o Executive Function

id	name
1	Business Development/Strategy
2	Corporate Social Responsibility/Diversity/Sustainability
3	CEO
4	Finance/Accounting/Comptroller
5	Human Resources
6	Legal/General Council/Public Policy/Government
7	Marketing/Communications/Digital/Brand
8	Operations/Admin/Supply Chain/Staff
9	Sales/Customer Success/Services/Solutions
10	Tech/Product/Design/Security

o Total Compensation

id	name
1	salary
2	stock
3	bonus+

o Gender*

id	name
1	male
2	female
3	non-binary

o   Race**

id	name
0	white
1	black
2	hispanic
3	2+ races
4	asian
5	native american/hawaiian/alaskan/pacific islander

Ethnic Origins Region***

United Nations geoscheme

id	name
1	North America
2	West Africa
3	East Africa
4	Central & South Africa
5	North Africa
6	East Asia
7	South Asia
8	South East Asia
9	Central Asia
10	Hawaii & Pacific Islands
11	West Europe
12	North Europe
13	South Europe
14	East Europe
15	Middle East
16	Caribbean
17	Central America
18	South America
19	Oceania

o   Program Type

id	name
0	leadership development
1	inclusion and belonging
2	equity (compensation, benefits, and promotion)
3	training and development
4	recruiting
5	social impact/corporate social responsibility

o   Program or Partner Target Demographics

id	name
1	women
2	underrepresented minorities (URM)
3	people of color (POC)
4	lgbtq
5	veterans
6	differently abled
7	other

o   Partner Type

id	name
0	executive search firm
1	recruiting/professional member-ship org
2	diversity rating
3	non-profit

Scoring

BlendScore™ weighs each 4 focus areas equally at 25% of the overall score. Each data point collected below is scored by using the common Z-score methodology to assign normal distribution values (between 0 – 1) to companies of similar size.

For example, if Company A has 13,000 employees then they belong to size band 5 (see Classifications   Company Size above). Let's say Company A has a board comprised of 30% women. We take that 30% value, the average (29%) and standard deviation (.117) of the % of Women on Boards for companies in size band 5 to calculate the Z-score and multiply that value (between 0 – 1) by the 5pts allotted for the % of Women Board Members metric (see below).

o LeadScore (25pts)

Women
- % of Women Board Members (5pts)
- % of Women Executives (5pts)
- Women Leadership Development Program? (1pt)
- Women Executive Search Partnership? (1pt)
- Women Leadership Representation Pledge? (0.5pts)

People of Color
- % of POC Board Members (5pts)
- % of POC Executives (5pts)
- POC Leadership Development Program? (1pt)
- POC Executive Search Partnership? (1pt)
- POC Leadership Representation Pledge? (0.5pts)

o RetainScore (25pts)

Women
- % of Women Employees (12pts)
- # of Women Equity, Inclusion, or Belonging Benefits & Initiatives x Program Frequency* (1.5pts)
- Women Equity, Inclusion, or Belonging Pledges (0.3pts)

Underrepresented Minorities (URMs)
- % of Black Employees (3pts)
- % of Hispanic Employees (4pts)
- % of Native American, Alaskan, Hawaiian, Pacific Islander, 2+ Races (1pt)
- # of URM Equity, Inclusion, or Belonging Benefits & Initiatives x Program Frequency (1pt)
- URM Equity, Inclusion, or Belonging Pledges (0.2pts)

LGBTQ
- LGBTQ Equity, Inclusion, or Belonging Programs x Program Frequency (0.5pts)

Veteran
- Veteran Equity, Inclusion, or Belonging Benefits & Initiatives x Program Frequency (0.5pts)

Differently Abled
- Differently Abled Equity, Inclusion, or Belonging Benefits & Initiatives x Program Frequency (0.5pts)

Other Marginalized Communities (i.e., Parents, Returning Citizens, Religious)
- Other Equity, Inclusion, or Belonging Benefits & Initiatives x Program Frequency (0.5pts)

o RecruitScore (25pts)

Women
- # of Women Recruiting Policies & Initiatives x Program Frequency (3pts)
- # of Women Recruiting Partners x Partner Frequency (4.5pts)
- Women Recruiting Pledges (1.5pts)

Underrepresented Minorities (URMs)
- # of URM Recruiting Policies & Initiatives x Program Frequency (2pts)
- # of URM Recruiting Partners x Partner Frequency (3pts)
- URM Recruiting Pledges (1pts)

LGBTQ
- # of LGBTQ Recruiting Policies & Initiatives x Program Frequency (1pt)
- # of LGBTQ Recruiting Partners x Partner Frequency (1.5pts)

Veteran
- # of Veteran Recruiting Policies & Initiatives x Program Frequency (1pt)
- # of Veteran Recruiting Partners x Partner Frequency (1.5pts)

Differently Abled
- # of Differently Abled Recruiting Policies & Initiatives x Program Frequency (1pt)
- # of Differently Abled Recruiting Partners x Partner Frequency** (1.5pts)

Other Marginalized Communities (i.e., Parents, Returning Citizens, Religious)
- # of Other Recruiting Policies & Initiatives x Program Frequency (1pt)
- # of Other Recruiting Partners x Partner Frequency (1.5pts)

o ImpactScore (25pts)

Women
- # of Women Social Impact Programs & Initiatives x Program Frequency (3pts)
- # of Women Social Impact Partners x Partner Frequency (4.5pts)

- Women Social Impact Pledges (1.5pts)

Underrepresented Minorities (URMs)
- # of URM Social Impact Programs & Initiatives x Program Frequency (2pts)
- # of URM Social Impact Partners x Partner Frequency (3pts)
- URM Social Impact Pledges (1pts)

LGBTQ
- # of LGBTQ Social Impact Programs & Initiatives x Program Frequency (1pt)
- # of LGBTQ Social Impact Partners x Partner Frequency (1.5pts)

Veteran
- # of Veteran Social Impact Programs & Initiatives x Program Frequency (1pt)
- # of Veteran Social Impact Partners x Partner Frequency (1.5pts)

Differently Abled
- # of Differently Abled Social Impact Programs & Initiatives x Program Frequency (1pt)
- # of Differently Abled Social Impact Partners x Partner Frequency (1.5pts)

Other Marginalized Communities (i.e., Parents, Returning Citizens, Religious)
- # of Other Social Impact Programs & Initiatives x Program Frequency (1pt)
- # of Other Social Impact Partners x Partner Frequency (1.5pts)

*Race

Race is a socio-political construct. It is not biological and thus cannot be determined by physical appearance. Given an individual's name, photo, company, and title, we leverage the following tools and strategies for determining the race10 of corporate board members and executives. (1) APIs for name and facial recognition, (2) specially trained analyst review of social media and relevant websites for affiliations and/or self-identification, (3) company representative email confirmation.

**Gender

Gender is a social construct. Unlike sex, it is not biological and thus cannot be determined by physical appearance. Given an individual's name, photo, company, and title, we leverage the following tools and strategies for determining the gender of corporate board members and executives. (1) APIs for name and facial recognition, (2) specially trained analyst review of social media and relevant websites for pronoun usage, (3) company representative confirmation. Regrettably, we were unable to identify any non-binary corporate board members nor executives.

***Ethnic Origins

The ethnic origins we track are not a reflection of appearance, citizenship, or nationality and are extremely difficult to determine for 4th generation and older, White and Black Americans. Given an individual's name, photo, company, and title, we leverage the following tools and strategies for determining the ethnic origin of corporate board members and executives. (1) APIs for name and facial recognition, (2) specially trained analyst review of social media and relevant websites for affiliations and/or self-identification, (3) company representative email confirmation.

II. BlendScore Tech Companies

Company	HQ	Founded	Employees	BLENDSCORE	LeadScore	RetainScore	RecruitScore	ImpactScore	verified
23andMe	Mountain View, CA	2006	683	55.0	13.0	17.1	13.7	11.2	✓
Accenture	Dublin, IE	1989	506000	47.9	16.4	18.0	6.8	6.8	✓
Activision (Activision Blizzard)	Santa Monica, CA	1979	9200	32.1	7.1	3.3	12.4	9.3	
Adobe	San Jose, CA	1982	22516	65.7	17.7	11.1	20.6	16.3	✓
ADP	Roseland, NJ	1949	58000	57.4	16.0	22.3	9.5	9.7	✓
Airbnb	San Francisco, CA	2008	6300	65.4	14.3	17.1	16.7	17.2	✓
Akamai Technologies	Cambridge, MA	1998	7650	39.9	10.6	2.2	17.3	9.8	
Amazon	Seattle, WA	1994	1298000	47.0	9.8	4.0	14.4	18.9	✓
AMD	Santa Clara, CA	1969	11400	38.3	10.8	3.9	11.7	11.9	✓
Amgen	Thousand Oaks, CA	1980	22000	54.6	11.4	17.3	14.1	11.7	✓
Amphenol	Wallingford, CT	1932	74000	17.8	6.4	0.7	3.9	6.9	
Analog Devices	Wilmington, MA	1969	15300	31.5	8.4	11.0	7.5	4.6	✓
Ancestry.com	Lehi, UT	1983	1700	33.1	7.8	1.5	15.3	8.7	
ANSYS	Canonsburg, PA	1970	4100	37.2	15.8	4.5	7.0	9.9	✓
App Dynamics (Cisco)	San Francisco, CA	2008	2350	40.0	10.0	8.4	15.5	6.2	
Apple	Cupertino, CA	1976	147000	60.8	13.2	16.6	16.9	14.1	✓
Applied Materials	Santa Clara, CA	1967	21000	39.8	15.4	4.5	11.1	8.9	✓
Arista Networks	Santa Clara, CA	2004	2300	22.5	11.9	0.5	3.9	6.2	
Asana	San Francisco, CA	2009	900	61.0	15.0	15.6	19.2	11.2	✓
Athenahealth	Watertown, MA	1997	6000	38.5	12.1	1.6	13.0	11.7	
Atlassian	Sydney, AU	2002	4907	52.6	14.8	8.1	17.0	12.8	✓
Autodesk	San Rafael, CA	1982	10300	52.1	11.5	9.1	16.5	15.0	✓
Avaya	Santa Clara, CA	2000	7900	37.1	7.2	4.2	10.7	15.0	
Blackboard	Washington, DC	1997	3000	18.2	5.1	2.0	5.9	5.2	
BlackRock	New York, NY	1988	16200	60.9	10.1	15.5	16.1	19.1	✓
Blend	San Francisco, CA	2012	560	45.8	4.9	12.9	17.8	10.2	✓
Bloomberg	New York, NY	1981	20000	54.8	7.5	13.5	16.7	17.1	✓
Blue Apron	New York, NY	2012	2343	26.8	11.2	1.5	8.1	6.2	
Booking Holdings	Amsterdam, NL	1996	26400	40.9	6.7	21.8	3.9	8.5	✓

Company	HQ	Founded	Employees	BLENDSCORE	LeadScore	RetainScore	RecruitScore	ImpactScore	verified
Box	Redwood City, CA	2005	1850	57.9	11.7	15.7	16.3	14.2	✓
Braintree (PayPal)	Chicago, IL	2007	500	26.6	10.5	2.5	8.3	5.4	
Broadcom	New York, NY	1976	19000	49.2	18.0	11.5	9.6	10.1	✓
Broadridge Financial Solutions	Lake Success, NY	2007	10000	29.7	11.1	1.8	5.5	11.4	
BuzzFeed	New York, NY	2006	1700	53.4	12.8	20.6	6.7	13.2	✓
Cadence Design Systems	San Jose, CA	1984	8900	33.5	14.7	2.0	9.5	7.4	
CareerBuilder (Apollo)	Chicago, IL	1995	3000	19.1	7.0	1.2	2.8	8.1	
CDW	Lincolnshire, IL	1984	9019	36.3	15.7	2.4	7.8	10.5	
Cerner	Kansas City, MO	1979	27400	46.7	9.3	15.6	12.3	9.5	✓
Circle CI	San Francisco, CA	2011	300	28.6	12.5	2.5	8.3	5.4	
Cisco	San Jose, CA	1984	75900	56.2	16.9	9.4	19.9	10.0	✓
Citrix	Fort Lauderdale, FL	1989	8200	43.9	9.1	11.0	13.0	10.8	✓
Cognizant Solutions	Teaneck, NJ	1851	281500	22.9	11.8	1.1	2.9	7.1	
Coinbase	San Francisco, CA	2012	1123	37.5	11.5	2.7	11.0	12.3	
Concur (SAP)	Bellevue, WA	1993	4200	20.5	7.6	1.0	5.2	6.7	
Corning	Corning, NY	1851	51500	36.7	7.3	12.5	6.4	10.5	✓
Coursera	Mountain View, CA	2012	1792	32.5	11.9	3.1	11.3	6.2	
Craigslist	San Francisco, CA	1995	229	21.9	2.7	1.3	9.7	8.1	
Credit Karma (Intuit)	San Francisco, CA	2007	700	23.5	8.0	3.6	5.1	6.8	
Cruise Automation (GM)	San Francisco, CA	2013	1800	29.0	9.3	4.4	7.2	8.1	
Cylance (BlackBerry)	Irvine, CA	2012	760	21.9	7.9	5.0	4.2	4.8	
Danaher	Washington, DC	1969	71000	36.0	11.9	3.7	13.5	6.9	
Dell Technologies	Round Rock, TX	1984	165000	43.3	6.1	12.2	13.7	11.4	✓
DigitalOcean	New York, NY	2011	530	29.4	7.1	8.2	9.2	4.8	
Docker	San Francisco, CA	2010	500	30.8	7.6	3.1	12.9	7.3	
DocuSign	San Francisco, CA	2003	3909	53.7	13.8	11.4	15.8	12.7	✓
DoorDash	San Francisco, CA	2013	3279	38.2	12.9	7.9	11.1	6.2	
DraftKings	Boston, MA	2012	869	25.1	5.8	7.1	7.3	4.8	
Dropbox	San Francisco, CA	2007	2548	64.6	15.7	17.8	16.8	14.4	✓
DXC	Tysons, VA	2017	138000	18.3	7.9	1.3	3.5	5.6	

Company	HQ	Founded	Employees	BLENDSCORE	LeadScore	RetainScore	RecruitScore	ImpactScore	verified
E*TRADE	San Jose, CA	1995	13300	58.3	13.1	14.5	15.8	14.8	
eBay	Redwood City, CA	1982	9300	50.1	7.6	9.6	15.6	17.3	✓
Electronic Arts	Redwood City, CA	1998	8700	38.0	10.1	3.6	10.0	14.4	✓
Equinix	Stockholm, SW	1876	99417	37.5	5.3	7.0	15.6	9.6	
Ericsson	San Francisco, CA	1999	2000	29.1	10.3	1.5	7.3	10.0	✓
Esurance (AllState)	New York, NY	1982	4100	26.9	9.5	2.1	10.1	5.2	
Etsy	Brooklyn, NY	2005	1240	65.7	13.0	19.3	16.0	17.5	✓
Eventbrite	San Francisco, CA	2006	1000	33.1	12.5	2.8	10.6	7.2	
Evernote	Redwood City, CA	2004	301	47.6	6.5	14.9	15.5	10.8	✓
Expedia Group	Bellevue, WA	1996	24500	51.8	12.4	17.7	14.4	7.2	✓
F5 Networks	Seattle, WA	1996	5325	41.1	14.9	6.2	7.7	12.4	✓
Facebook	Menlo Park, CA	2004	52534	72.0	16.4	13.1	20.6	21.9	✓
Fidelity National Information Services	Jacksonville, FL	1968	55000	18.2	8.3	1.0	3.9	5.1	
Fiserv	Brookfield, WI	1984	44000	51.4	10.6	20.5	11.3	9.0	✓
Fitbit (Alphabet)	San Francisco, CA	2007	1694	21.6	10.1	0.5	4.8	6.2	
FleetCor	Atlanta, GA	2000	7600	14.1	5.9	0.2	2.8	5.2	
FLIR Systems	Wilsonville, OR	1978	4265	16.3	7.7	0.6	2.8	5.2	
Fortinet	Sunnyvale, CA	2000	6015	25.0	12.9	2.1	4.8	5.2	
Foursquare	New York, NY	2009	400	24.8	6.0	2.8	9.6	6.4	
Garmin	Olathe, KS	1989	13000	30.4	6.9	8.7	10.3	4.6	✓
Genentech (Hoffmann-La Roche)	South San Francisco, CA	1976	13638	60.6	10.5	20.6	16.0	13.4	✓
GitHub (Microsoft)	San Francisco, CA	2008	1677	48.3	4.8	13.5	17.1	12.9	✓
Glassdoor (Recruit Holdings)	Mill Valley, CA	2007	700	50.1	13.8	14.8	8.3	13.2	✓
Global Payments	Atlanta, GA	2000	24000	19.4	8.2	1.4	5.3	4.6	
Glossier	New York, NY	2010	390	39.9	17.0	11.6	4.9	6.4	
GoDaddy	Scottsdale, AZ	1997	7000	53.3	11.7	13.2	14.4	14.0	✓
GoFundMe	Redwood City, CA	2010	250	21.5	9.4	0.8	4.9	6.4	
Google (Alphabet)	Mountain View, CA	1998	135301	54.9	14.3	8.9	15.1	16.5	✓
GoPro	San Mateo, CA	2003	964	19.9	7.2	0.4	4.5	7.7	
Groupon	Chicago, IL	2008	6000	55.9	13.0	18.0	13.9	10.9	✓

Company	HQ	Founded	Employees	BLENDSCORE	LeadScore	RetainScore	RecruitScore	ImpactScore	verified
Grubhub	Chicago, IL	2004	2773	32.4	9.0	3.2	13.0	7.2	
Gusto	San Francisco, CA	2011	530	56.8	13.5	14.5	18.6	10.2	✓
Hearsay	San Francisco, CA	2009	228	23.0	9.6	3.1	4.9	5.4	
Hired	San Francisco, CA	2012	700	50.0	9.3	18.6	17.2	4.8	✓
Homeaway (Expedia)	Austin, TX	2005	2000	16.3	4.6	0.9	3.9	7.1	
Houzz	Palo Alto, CA	2008	1000	34.4	10.1	12.0	6.1	6.2	
HP	Palo Alto, CA	1939	53000	61.2	20.4	11.9	18.8	10.1	✓
HPE	Palo Alto, CA	2015	59400	53.7	13.3	10.5	16.0	13.9	✓
HubSpot	Cambridge, MA	2006	3387	59.8	17.6	14.2	15.2	12.7	✓
Hudl	Lincoln, NE	2006	605	25.3	2.4	6.1	5.6	11.2	✓
Hulu (The Walt Disney Company)	Santa Monica, CA	2007	2900	39.6	12.2	3.0	13.7	10.8	
IAC	New York, NY	1986	9269	26.5	10.2	1.7	4.8	9.8	
IBM	Armonk, NY	1911	352600	44.2	4.9	11.7	12.9	14.7	
Indeed (Recruit)	Austin, TX	2004	9900	51.4	9.4	15.5	14.6	11.9	✓
Indiegogo	San Francisco, CA	2008	108	56.7	13.3	14.9	16.7	11.8	✓
Infor	New York, NY	2002	17000	35.1	7.1	14.8	7.5	5.7	✓
Infosys	Bangalore, II	1981	242371	28.1	13.7	3.4	7.0	4.0	
Instacart	San Francisco, CA	2012	8400	29.6	10.8	4.9	7.7	6.2	
Intel	Santa Clara, CA	1968	110600	57.0	16.0	6.8	18.2	16.0	✓
Intuit	Mountain View, CA	1983	9400	69.1	16.8	15.2	17.9	19.2	✓
Invision	New York, NY	2011	1107	31.1	7.7	5.5	9.1	8.7	
IPG Photonics	Oxford, MA	1990	5960	13.5	5.1	0.3	2.8	5.2	
Jack Henry & Associates	Monett, MO	1976	6511	16.1	6.5	1.6	2.8	5.2	
Juniper Networks	Sunnyvale, CA	1996	9400	49.9	15.4	7.2	12.2	15.2	✓
Keysight	Santa Rosa, CA	2014	14000	26.7	12.6	0.4	2.9	10.8	
Kickstarter	Brooklyn, NY	2009	150	53.5	15.9	19.3	4.9	13.3	
KLA	Milipitas, CA	1997	10000	28.7	13.0	1.8	7.5	6.4	✓
Kronos (Hellman & Friedman)	Lowell, MA	1977	6000	26.4	4.8	3.6	8.0	9.9	
Lam Research	Fremont, CA	1980	10700	32.2	14.7	0.4	4.6	12.5	
Leidos Holdings	Reston, VA	1969	33522	33.9	6.6	15.3	3.5	8.5	✓

Company	HQ	Founded	Employees	BLENDSCORE	LeadScore	RetainScore	RecruitScore	ImpactScore	verified
LinkedIn (Microsoft)	Mountain View, CA	2003	15800	61.9	9.9	15.8	21.8	14.4	✓
Lyft	San Francisco, CA	2012	5683	66.9	13.4	15.1	19.4	19.0	✓
Magic Leap	Plantation, FL	2010	1450	22.1	5.8	6.2	3.9	6.2	
MailChimp	Atlanta, GA	2001	800	31.2	9.5	3.1	12.6	5.8	
Mastercard	Purchase, NY	1966	18600	55.4	16.0	17.2	10.9	11.3	✓
Match Group	Dallas, TX	1995	1700	48.7	16.0	20.2	6.3	6.2	
Maxim Integrated Products	San Jose, CA	1983	7131	29.7	6.0	6.9	4.8	11.9	✓
McKesson	New York, NY	1833	80000	58.1	17.8	16.9	10.8	12.6	✓
Medallia	San Mateo, CA	2001	1500	57.6	12.9	15.9	11.6	17.2	✓
Medium	San Francisco, CA	2012	150	52.0	9.4	16.6	14.3	11.8	✓
Medtronic	Minneapolis, MN	1980	100000	44.3	8.9	20.0	7.2	8.3	✓
Meetup (Wework)	New York, NY	2002	275	47.3	9.7	17.5	14.7	5.4	
Microchip	Chandler, AZ	1989	18286	30.0	11.7	10.9	2.9	4.6	
Micron Technology	Boise, ID	1978	40000	47.1	14.7	8.5	10.7	13.2	✓
Microsoft	Redmond, WA	1975	166475	53.0	8.2	8.4	18.5	17.8	✓
MongoDB	New York, NY	2007	2000	33.6	12.1	3.8	10.6	7.2	
Motorola Solutions	Chicago, IL	1971	18000	32.8	4.9	11.7	5.8	10.4	
Mozilla	Mountain View, CA	2005	750	55.4	17.2	11.0	18.7	8.5	✓
MuleSoft (Salesforce)	San Francisco, CA	2006	1188	16.4	3.2	0.9	6.1	6.2	
Namely	New York, NY	2012	500	29.1	9.0	9.8	4.9	5.4	
NCR	Duluth, GA	1884	36000	31.0	4.8	14.7	6.2	5.2	
NerdWallet	San Francisco, CA	2009	609	25.9	11.8	1.6	7.6	4.8	
NetApp	Sunnyvale, CA	1992	10500	33.0	8.9	6.4	6.0	11.6	✓
Netflix	Los Gatos, CA	1997	8600	54.2	10.3	17.7	14.3	11.9	✓
New Relic	Redwood City, CA	2008	1284	46.5	12.8	10.6	11.2	11.9	✓
NVIDIA	Santa Clara, CA	1993	18100	46.6	11.9	3.7	16.7	14.2	✓
Okta	San Francisco, CA	2009	2379	58.2	14.1	12.1	14.8	17.1	✓
Opendoor	San Francisco, CA	2014	846	32.5	11.4	6.6	9.7	4.8	
OpenTable (Booking)	San Francisco, CA	1998	1450	28.8	16.6	2.2	3.9	6.2	
OpenText	Waterloo, ON	1969	14000	36.3	11.3	12.1	6.8	6.1	✓

Company	HQ	Founded	Employees	BLENDSCORE	LeadScore	RetainScore	RecruitScore	ImpactScore	verified
Optimizely	San Francisco,CA	2010	400	32.3	10.6	2.1	11.5	8.1	
Oracle	Redwood Shores,CA	1977	135000	52.3	10.4	7.1	19.4	15.5	✓
Overstock.com	Cottonwood Heights,UT	1999	1613	23.0	8.2	2.3	6.4	6.2	
PagerDuty	San Francisco,CA	2009	524	51.9	14.9	14.5	11.4	11.2	✓
Palantir	Palo Alto,CA	2004	2500	41.3	5.8	3.4	16.8	15.3	
Palo Alto Networks	Palo Alto,CA	2005	7014	49.9	13.8	7.2	14.5	14.5	✓
Pandora (SiriusXM)	Oakland,CA	2000	4600	53.8	7.2	14.7	16.3	15.6	✓
Paychex	Rochester,NY	1998	14300	36.1	6.2	20.5	2.9	6.4	
Paycom	Oklahoma City,OK	1998	3765	32.7	4.2	20.5	2.8	5.2	
Paypal	San Jose,CA	1998	21800	59.2	14.4	16.1	15.7	13.0	✓
Pinterest	San Francisco,CA	2010	2200	66.7	16.8	17.7	19.0	13.2	✓
Pivotal (VMWare)	San Francisco,CA	2013	2971	48.7	10.4	9.6	14.3	14.3	✓
Plantronics (Poly)	Santa Cruz,CA	1961	3800	16.9	8.4	0.5	2.8	5.2	
Priceline (Booking)	Norwalk,CT	1998	665	25.8	8.6	2.7	9.7	4.8	
ProCore	Carpinteria,CA	2003	1600	34.9	5.8	10.8	9.6	8.7	
Qorvo	Greensboro,NC	2015	7900	25.4	6.4	10.9	2.8	5.2	
Qualcomm	San Diego,CA	1985	41000	43.0	7.8	4.9	18.3	12.0	✓
Quora	Mountain View,CA	2009	335	27.2	8.9	4.4	8.6	5.4	
Rackspace	San Antonio,TX	1998	6900	32.6	7.2	4.1	12.9	8.3	
Red Hat (IBM)	San Francisco,CA	2005	600	37.2	11.9	4.3	13.3	7.7	✓
Reddit	Raleigh,NC	1993	13400	37.6	4.3	7.2	12.6	13.5	
Rent the Runway	New York,NY	2009	975	32.4	10.5	11.8	4.2	5.8	
Ring (Amazon)	Santa Monica,CA	2012	1300	23.7	4.1	8.3	5.1	6.2	
Riot Games (Tencent)	Los Angeles,CA	2006	2800	33.7	8.5	2.6	13.6	9.0	
Rubrik	Palo Alto,CA	2014	1400	26.7	11.2	3.8	5.5	6.2	
Salesforce	San Francisco,CA	1999	49000	65.6	14.4	12.3	19.7	19.2	✓
SAP SE	Walldorf,GY	1972	100330	38.5	8.1	11.5	11.3	7.6	✓
SAS Institute	Cary,NC	1976	13939	42.1	5.0	19.1	10.6	7.5	✓
Seagate Technology	Fremont,CA	1979	41000	33.2	7.0	15.7	5.4	5.1	✓
SeatGeek	New York,NY	2009	500	31.4	8.9	4.0	13.1	5.4	

Company	HQ	Founded	Employees	BLENDSCORE	LeadScore	RetainScore	RecruitScore	ImpactScore	verified
SendGrid (Twilio)	Boulder, CO	2009	500	47.9	7.5	13.8	13.1	13.6	✓
ServiceNow	Santa Clara, CA	2003	12500	48.4	9.8	7.4	17.7	13.6	✓
Shippo	San Francisco, CA	2013	143	23.0	11.0	0.1	6.6	5.4	
Shopify	Ottawa, CN	2006	5000	36.3	9.6	8.4	6.1	12.2	✓
Shutterstock	New York, NY	2003	700	20.3	7.0	1.8	4.2	7.3	
Skyworks Solutions	Irvine, CA	2002	10017	20.9	6.3	7.2	2.9	4.6	
Slack Technologies	San Francisco, CA	2009	1664	58.1	11.9	18.8	18.2	9.1	✓
Snap	Venice, CA	2011	2734	59.4	10.0	14.6	16.0	18.9	✓
SoFi	San Francisco, CA	2011	1383	31.9	11.0	5.4	8.4	7.2	
Splunk	San Francisco, CA	2004	5000	45.7	10.5	7.3	15.7	12.2	✓
Spotify	Stockholm, SW	2006	4405	57.1	12.9	13.2	18.2	12.7	✓
Square	San Francisco, CA	2009	3835	58.3	12.8	16.2	18.4	10.9	✓
Squarespace	New York, NY	2004	1143	30.1	12.0	2.5	8.6	7.1	
Stitch Fix	San Francisco, CA	2011	8000	60.3	15.7	21.0	12.8	10.9	✓
Stripe	San Francisco, CA	2010	2500	31.8	8.1	3.4	13.2	7.2	
SuccessFactors (SAP)	South San Francisco, CA	2001	1447	27.6	10.9	1.3	8.7	6.8	
SurveyMonkey	San Mateo, CA	1999	857	64.2	13.1	18.6	18.6	14.0	✓
Symantec (Broadcom)	Mountain View, CA	1982	3659	50.3	9.2	8.2	14.9	18.0	✓
Synopsys	Mountain View, CA	1986	13000	40.7	9.0	13.6	11.9	6.3	✓
Tableau (Salesforce)	Seattle, WA	2003	4181	29.1	3.8	3.0	12.3	9.9	
TaskRabbit (IKEA)	San Francisco, CA	2008	563	42.7	12.1	18.3	7.5	4.8	
TE Connectivity Ltd.	Schaffhausen, CH	2007	80000	31.6	10.3	11.1	3.5	6.7	
Teradata	San Diego, CA	1979	8535	34.4	9.6	12.9	5.2	6.7	✓
Tesla	Palo Alto, CA	2003	70757	37.4	7.3	9.2	11.8	9.0	✓
Texas Instruments	Dallas, TX	1951	2988	57.4	11.8	17.2	16.1	12.3	✓
Thomson Reuters	New York, NY	2008	24400	39.0	8.9	15.9	9.6	4.6	✓
ThoughtWorks	Chicago, IL	1993	7000	35.2	12.5	1.9	15.5	5.2	
Thumbtack	San Francisco, CA	2008	800	28.4	6.9	2.3	14.4	4.8	
Tinder (Match)	Los Angeles, CA	2012	498	22.4	5.9	2.9	8.3	5.4	
TripAdvisor	Needham, MA	2000	4194	30.1	13.3	2.0	9.5	5.2	

Company	HQ	Founded	Employees	BLENDSCORE	LeadScore	RetainScore	RecruitScore	ImpactScore	verified
Twilio	San Francisco, CA	2008	4500	49.6	14.3	10.2	17.0	8.1	✓
Twitch (Amazon)	San Francisco, CA	2007	5947	30.2	10.4	2.5	11.0	6.2	
Twitter	San Francisco, CA	2006	4000	60.6	10.0	14.2	20.6	15.7	✓
Two Sigma	New York, NY	2001	1600	23.3	3.2	0.9	13.0	6.2	
Tyler	Plano, TX	1966	5368	29.9	7.2	14.6	2.8	5.2	
Uber	San Francisco, CA	2015	26900	71.2	18.9	14.8	16.7	20.9	✓
Udacity	Mountain View, CA	2011	1992	30.9	5.4	8.1	10.1	7.2	
Ultimate Software (Hellman & Friedman)	Weston, FL	1990	5144	31.1	4.0	3.9	13.2	10.0	
Unisys	Blue Bell, PA	1986	22000	37.1	14.1	10.7	5.3	7.0	
Upwork	Mountain View, CA	2015	430	40.6	11.4	3.9	10.2	15.2	
Verisign	Reston, VA	1995	1019	17.2	5.4	1.8	3.9	6.2	
Veritas (Carlyle)	Santa Clara, CA	1983	7000	32.2	6.9	3.8	9.6	11.9	
Visa	Foster City, CA	1958	19500	50.9	13.9	15.0	11.0	11.1	✓
Vmware (Dell)	Palo Alto, CA	1998	31000	55.9	12.0	8.4	19.1	16.5	✓
Wayfair	Boston, MA	2002	16985	35.2	11.0	3.5	13.7	7.0	
Waymo (Alphabet)	Mountain View, CA	2009	1500	23.2	8.3	4.0	3.9	7.0	
Western Digital	San Jose, CA	1970	61800	39.7	11.5	10.3	6.9	10.9	✓
Western Union Co	Denver, CO	1851	12000	40.3	11.4	17.9	4.6	6.4	
Wipro	Bangalore, II	1945	175000	42.6	11.3	16.3	6.7	8.3	
Wish (ContextLogic)	San Francisco, CA	2010	900	24.7	11.8	3.4	4.6	4.8	
Workday	Pleasonton, CA	2005	12500	57.0	12.6	13.6	15.7	15.1	✓
Xerox	Norwalk, CT	1906	27000	50.7	11.3	10.3	15.4	13.8	✓
Xilinx	San Jose, CA	1984	4891	44.1	13.3	13.6	5.2	12.1	✓
Yello	Chicago, IL	2008	216	29.4	9.1	2.5	12.4	5.4	
Yelp	San Francisco, CA	2004	5950	55.9	11.2	17.3	14.7	12.7	✓
Zazzle	Redwood City, CA	1999	538	20.7	9.9	1.8	4.2	4.8	
Zebra	Lincolnshire, IL	1969	7400	27.7	8.5	1.4	6.0	11.9	
Zendesk	San Francisco, CA	2007	3570	50.7	11.0	11.9	13.9	14.0	✓
Zillow	Seattle, WA	2006	5249	55.3	9.9	14.9	18.0	12.6	✓
Zoom	San Jose, CA	2011	2700	36.7	10.7	11.0	7.8	7.2	
Zynga	San Francisco, CA	2007	1777	40.4	11.5	4.0	13.4	11.5	

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