

Report 2023

Diversity, Equity & Inclusion at commercetools



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Hola!

Hi

Merhaba!

Letter from the CEO

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commercetoolers are a diverse group of people representing 50+ nationalities and speaking over 34 languages. We work across almost every continent to support the growing digital commerce economy impacting almost every corner of the world.

For that, I am proud. However, the work towards greater diversity, equity, and inclusion is not finite. As with every other core part of the business, we will continue to progress and grow. That growth mindset is part of our DNA, and from my perspective, it's also a key factor in our continued success. Each of us take ownership of assessing where and how we can develop, elevate, and evolve to foster a culture of wellness and innovation. This constant and thoughtful reflection on the cultural impact of our interpersonal behaviors is what ensures integrity at commercetools.

I greatly appreciate commercetoolers for their commitment to our purpose, and for their dedication to working with care, empathy, and innovation internally and externally. We're not a 9-5 workplace. We don't place emphasis on where or when you work. What we care about is your dedication to powering the evolution of commerce innovation.

Together, we can achieve that balance.

Dirk Hoerig, co-founder and CEO commercetools



DEI Statement

At commercetools, we believe diversity breeds innovation. We empower the increasingly diverse voices of our employees because it is both the right thing to do and it's core to who we are. The global communities where we, our customers, and our partners operate require and deserve a culture that supports innovation, inclusion, and equity. This is why at commercetools we hold ourselves accountable and work together to help make the world a more fair place where everyone belongs.

Continuous Learning

commercetools follows an end-to-end performance management process. This process includes personalized onboarding per department, role-specific competencies per job family, goal setting, regular performance check-ins, yearly performance-based salary adjustments, and transparent promotion criteria. Our role-based competency model is linked to a learning curriculum that allows a tailored approach per job family to advance skill sets, gain more proficiency, and reach the next level.

Our key learning partners Coursera, Babbel, and The Forem (among others) offer a variety of virtual and in-person learning. In 2023, commercetoolers invested approximately 46,800 collective hours of learning and developing their future skills and capability, equaling 72 hours per person per year.



Supporting families

We offer our employees an extensive benefits package, including generous parental leave. Core to our company values is a healthy work-life balance, so our new parents should have the time to experience such special moments in their lives. We offer 26 weeks to the first caregiver and 10 weeks to the second caregiver.

Once returned to work, juggling family life and a career can be challenging. We support our employees through our partner heynanny in building a network of trusted caretakers for their loved ones. And we continuously strive to increase that portfolio to all our employees globally.

Volunteering with a purpose



Today, it's easy to succumb to a sense of helplessness. With global warming, market volatility, and a myriad of social issues, this feeling transcends geographical boundaries and professional spheres, affecting us all. However, there exists a potent and accessible means for every individual to contribute to a brighter world: **Volunteering!**

We partner with organizations in Germany (Die Arche) and the U.S. (The Hub Farm) and actively support their cause through volunteer work of commercetoolers. In 2023, we donated 39 volunteer days globally, equaling ~320 hours dedicated to our partners and their work.

Volunteering represents more than a selfless act; it embodies a formidable force for positive change on a global scale. This is why we offer paid time off to our employees! It's important for us that we're helping to facilitate positive change in the communities we operate in by empowering commercetoolers to engage meaningfully with causes that resonate.

Support of ERGs

It's important to acknowledge the diverse communities we represent and operate in and support them. commercetools encourages the work of our Employee Resource Groups (ERGs) as an opportunity to initiate change both internally and externally. These groups establish safe spaces for diverse communities and actively drive more equitable experiences for employees and the communities we serve all over the globe.

We proudly support our ERGs, offering leadership and financial support to their cause. Currently, roughly 30% of our workforce is actively engaged in supporting an ERG.

LGBTQ+

Since 2020, commercetools has participated in the LGBTQ Center of Durham Pride parades and is a silver sponsor. We have opened our office space to the Triangle LGBTQ organization to host workshops for their members. We continuously educate our employees through email campaigns to create awareness and offer volunteering opportunities at the Trevor Project (the world's largest suicide prevention for LGBTQ+ youth). In 2022, we provided the opportunity to add pronouns to everyone's internal employee page. During Pride month, we increase our awareness efforts and organize discussion panels.



In 2023, we participated in the Christopher Street Day in Munich on our very own commercetools-branded Pride truck. We hosted a “Be Your Beautiful Self” party and were thrilled and honored to stand up for the rights of the LGBTQ+ community.

Women in Tech

The Women in Tech ERG's mission is to build a community, and support for women in accelerating their careers, drive thought leadership, and provide development opportunities for women. During Women's History Month, the ERG hosted its first [The Toolbox episode](#) on commercetools' LinkedIn Live.

The episode featured Pinterest's Global Women's ERG Lead Tricia Kopec, and Egnyte's Head of Brand and their Asia ERG Lead, Lisa Angulo Reid, discussing the importance of women representation in leadership and building communities. In addition, the group created an [e-coffee book](#) to celebrate and highlight the women of commercetools.

commercetools has been a supporter of the Girls' Day initiative for years and in 2023, we hosted a coding event in our Berlin office. Seven girls between the ages of 10-13 got an intro to coding. Let's see if one of these girls will change the tech world in the future!

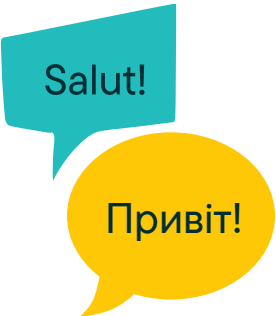


Open Minds

commercetools has had a vibrant ERG culture for years, and our mission is to make commercetools a better place with kindness and diversity by doing everything we can to make our corner of the world a better place. We are here to inspire action and spur change. We believe that companies that can do more, should. That's why we support initiatives that have one clear goal: Making the world a more livable, sustainable, inclusive place to live. We are thoughtful in the initiatives we choose to support. Across commercetools globally, we dedicate time and resources to ensure our actions align with each organization's mission.



The “[Wisdom that Works](#)” book was a product of putting our heads together and sharing wisdom from our rich and diverse employee culture.



Planet Earth Alliance (P.E.A.)

The Planet Earth Alliance is committed to a regenerative future and improving the social, economic, and environmental well-being of the community around us.

Sustainability should be a global imperative that demands the collaboration and dedication of individuals, communities, and public and private organizations worldwide. For us, it is about fostering a mindset of conscious decision-making and creating a ripple effect of positive change in our personal and professional lives.



You can see the team at the World Clean Up Day in Munich! During the commercetools-organized “Green Week”, the Planet Earth Alliance invited Viva con Agua and Treedom for an episode of the live event “The Toolbox” to discuss corporate social responsibility and practical sustainability practices for our world today.



BLK Leaders

This BLK Leaders ERG strives to empower both the internal and external global Black/Brown community by fostering psychological safety, providing learning and development opportunities, and developing a network of diverse allies throughout varying levels within commercetools.

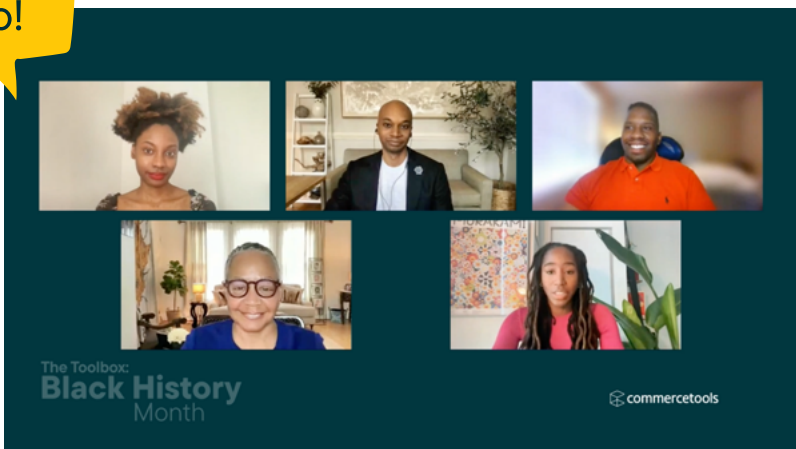


To celebrate Black History Month, we hosted our [first episode of The Toolbox](#) featuring Lisa Borders, Creator and Host of the “Enlightened” Podcast and former President of WNBA, Khalil Smith, VP, Inclusion, Diversity, and Engagement at Akamai Technologies, Dom Davis, Senior Reporter covering VCs and startups at Techcrunch, and our global partner at Google Cloud and Senior Strategic ISV Specialist, Juitt Watson.

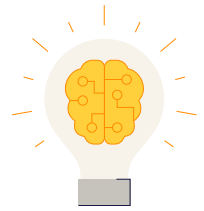
In the first installment, the speakers defined what representation means in 2023, and discussed the 15% pledge, combating workplace bias, and how we can all support the next generation’s leaders.

During Juneteenth, we commemorated the end of slavery and ran a global education campaign around the holiday. We hosted speakers and mailed out recipe cards featuring the diverse cuisine of black chefs.

Hello!



Neurodiversity

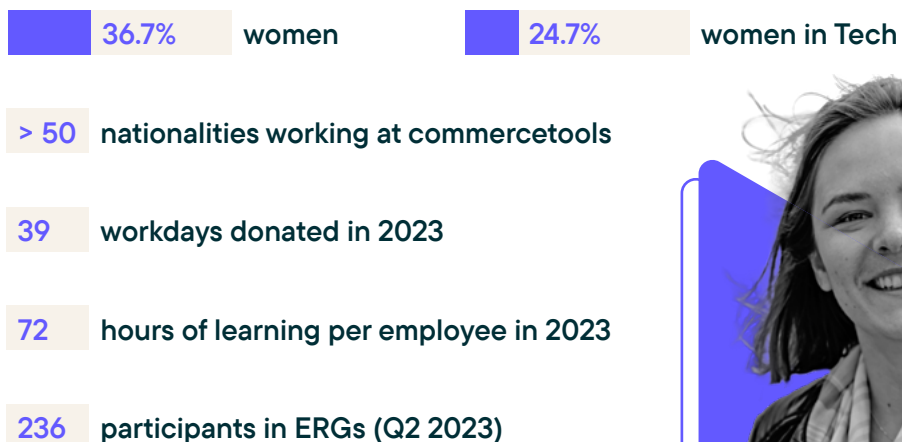


By publishing a Neurodiversity Statement, commercetools has taken a commendable step towards creating awareness and meeting special needs individually. This statement not only exhibits the company's commitment to inclusivity, but also serves as an inspiration for others to follow suit. Let us all embrace neurodiversity and work towards building a more inclusive and empathetic world.

commercetools is eager to identify and implement appropriate workplace and program adjustments to better meet the needs of neurodivergent team members. We create awareness to spot issues early by training our organization and allowing our managers to find tailored solutions. We follow a person-led approach and engage in an open dialogue to create an inclusive and non-judgmental work environment where everyone can thrive on their terms.

DEI data (12/2023)

commercetools conducts a yearly Diversity, Equity and Inclusion survey. We are partnering with the Mathison platform to measure our DEI efforts against a standardized scale and industry standard.



Partners



The **Charta der Vielfalt (Diversity Charter)** is a corporate initiative to promote diversity in companies and institutions. It was initiated in December 2006 by four companies and is supported by the Commissioner for the Federal Government for Migration, Refugees and Integration, State Minister Reem Alabali-Radovan.

The initiative aims to promote the recognition, appreciation, and integration of diversity into Germany's business culture. Organizations should create a working environment free of biases. All employees should be valued – regardless of age, ethnic origin and nationality, gender, religion and worldview, physical and mental ability, sexual orientation, and social background.



Die Arche is a non-profit organization that offers widespread support with over 20 locations across Germany, shaping the lives of thousands of children, improving their chances in education, and sourcing safe havens that they sometimes don't have access to at home. Arche employees and volunteers help with lunch, homework, play, educational activities, and organize trips.

It is important to us to build long-term, collaborative partnerships with impactful organizations. We want to go beyond making financial donations by getting to know the people behind the scenes, and understanding the value of the work the organization is doing. Activities may include support in educating children in IT-related fields, help in organizing summer parties or events as well as financial donations.



Code the Dream offers free intensive training in software development to people from diverse low-income backgrounds. In CTD Labs, our coders work with experienced mentors to hone those skills by building apps and technology platforms for a range of startups, nonprofits, and government clients. Code the Dream recognizes that people from immigrant backgrounds and communities of color have great ideas and will play a massive part in our 21st-century economy. Already immigrants are more than twice as likely to start their own business, and those businesses create over 25% of new jobs.



The **MACH Alliance** is a not-for-profit industry body that advocates for open and best-of-breed enterprise technology ecosystems. The Alliance aims to educate and support the industry on what to look out for when moving from legacy infrastructure and going composable, including when, where, and how to start and select partners. Our role is more important than ever as the adoption of MACH continues apace. The Alliance is a vendor-neutral institution that provides resources, education and guidance through industry experts to support companies on their journey.



heynanny is an all-in-one solution for a future-oriented employer offering employees flexible childcare and assistance for seniors.



We use the **Mathison** platform to measure our efforts in Diversity, Equity and Inclusion and thereby produce a score to measure our progress and DEI maturity.

Our Leaders

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Our goal at commercetools is to build a team of people with different viewpoints that originate from varied past experiences. We believe that people from all backgrounds, cultures and identities experience the world differently and gain unique perspectives.

So, as we evolve our team, we want to bring this breadth of perspectives to our mission to transform the future of commerce. While building a community of open-minded, diverse, and curious commercetoolers.

Roxana Dobrescu, Chief People Officer



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Investing into our people and offering them an inclusive workplace where everyone can thrive is key to our success in the tech field. I'm proud of what we have accomplished and find this a unique place to work. Personally, I'm learning new things along the way and am really excited to help build a workplace where people belong.

Hajo Eichler, Chief Technology Officer



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As the Diversity, Equity & Inclusion Director, I am beyond excited to see the trusting and engaging community we live in at commercetools. Our people are volunteering, debating, educating themselves and creating awareness within and out of commercetools that benefits all of us. There's still a lot of work ahead, but we are making progress. I am privileged to be part of this journey and look forward to what's ahead.

So far, my highlight of the year is publishing the commercetools cookbook to celebrate German Diversity Day. I'm still working my way through all the recipes and am enjoying the cultural diversity immensely.

Rabea Tamm, Global Director, D,E&I



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