

# 2022 Diversity, Equity, and Inclusion Report

# Setting a New Standard for Inclusion

Welcome to Amplitude's first annual Diversity, Equity, and Inclusion report. Diversity has a proven power to help organizations solve complex problems, yet people of diverse backgrounds—including women, people of color, LGBTQ+ individuals, and beyond—are underrepresented and undervalued within the tech industry. We believe diversity enables the development of better products, the ability to solve more complex problems, and the creation of a more inclusive and empathic work environment.

Our commitment to anti-racism, for example, isn't theoretical—it means doing everything we can to dismantle the systems that lead to inequality. We've committed ourselves to creating an inclusive, empathic company culture in which every Amplitudeer feels respected and valued, can find support and representation, and has real opportunities for advancement unfettered by systemic bias.

Our vision is to design a culture that leads the way on Diversity, Equity, and Inclusion: one where people of all colors, genders, backgrounds, and identities whole-heartedly recommend others from their communities to work here.

## Note from Board Member Elisa Steele

As a member of Amplitude's Board of Directors, I'm proud to be a part of a company that's genuinely focused on making a difference now. It's easy to talk about the virtues of diversity, but the world can be slow to change. For me, success is about ruthless prioritization. To make a change you have to commit to the cause, define the work that needs to be done, and get on with it. We already know that diversity drives better performance, so it's imperative to take concrete steps to improve diversity at Amplitude. This way we can usher in the complex mix of perspectives, backgrounds, and experiences that will drive our continued success in a complex world. Amplitude is taking those concrete steps, and this annual report will chart our journey.

**Elisa Steele**  
Board Member



# The Values that Drive Us Forward

At our first company offsite in 2015, Amplitude made a decision to be explicit about our cultural values—the way we want to behave together, going forward. We independently brainstormed what felt unique about Amplitude, then came together and narrowed a large set of great ideas down to three specific cultural values worth prioritizing: Humility, Ownership, and Growth Mindset. Our values set the course for how we show up and interact with each other and our customers.



## Humility

If everyone—especially leadership—shows vulnerability and acts humbly, that allows everyone to be their authentic selves and confidently discuss and discover the best solutions to challenges without resorting to inefficient tactics.



## Ownership

For us, ownership really means optimizing all decisions around what's best for the company as a whole, not for yourself, your team, or your department—we are all Amplitude, and we are all responsible together for the company's success.



## Growth Mindset

The needs of any modern business evolve constantly, so we have baked embracing change right into our culture. We don't have to “sell” one another on necessary changes, freeing us to learn, grow, and stay focused on great execution.



People are the biggest lever for outsized success. We want to bring in great people, help them become even better, and ensure they can work successfully together.

— Jeffrey Wang, Co-founder, Chief Architect

# A Strategic Plan for Defining Measurable DEI Goals

**Driving improvements in diversity, equity, and inclusion is a long-term process.** Over the last year, we've focused on laying a strong foundation for future success, starting with creating a genuinely inclusionary environment that ensures current and new employees are comfortable, happy, and bringing their authentic selves to work every day.

Studies have shown that increasing diversity without increasing inclusiveness actually negates the positive effects of diversity. So we've taken steps to develop a philosophy of inclusiveness based on our organization's core values—humility, ownership, and growth mindset. By defining an authentic goal of creating an environment of belonging for all, we'll be well positioned to leverage the full power of diversity as we move forward.

And move forward we will! This year's report is about offering a transparent view of where we stand today, and fearlessly staring down what we'll need to do to fully realize our corporate vision. You'll be able to watch our year-on-year progress right here.

**Nikki Lasley**  
Head of Diversity,  
Equity, and Inclusion

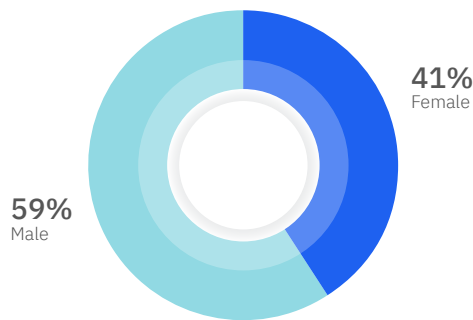


DEI is not just one person...it's something that every Amplitudeer has a stake in. If we lead with inclusion—with an inclusive culture that makes Amplitude special—diversity will follow, and we can transform ourselves into the company we all want to be.

# Amplitude Today: Current Demographics

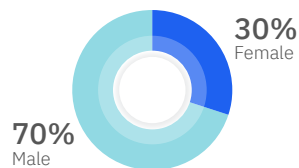
We're committed to improving diversity, equity, and inclusion across the organization and over the long term. In this first report we offer a frank view of the numbers as they are today, as a starting baseline to measure future results against. There is plenty of room for improvement in many areas, especially ethnic diversity in our leadership ranks. But our long term commitment is to do the hard work to create an environment, over time, that is welcoming and encouraging to people from all backgrounds, and we expect to find ways to bring the numbers up by relentlessly analyzing what worked, what didn't, and how we can foster continuous improvement. (Please note: For 2021, our data collection only gathered gender binary information; going forward, we'll be able to include nonbinary data as well.)

## Overall Gender

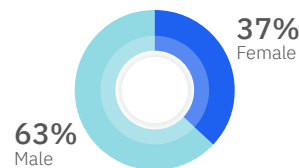


Improving female participation in tech is a longstanding challenge, and Amplitude wants to find solutions. As this data demonstrates, the gender ratio of our global team is about 3:2 male to female when considering all global employees, but our Board, Leadership, and Tech segments have further to go than our Non-Tech workers.

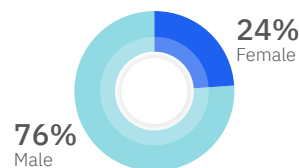
## Board



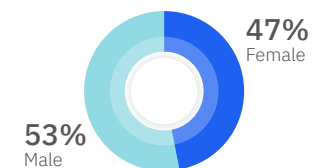
## Leadership



## Tech



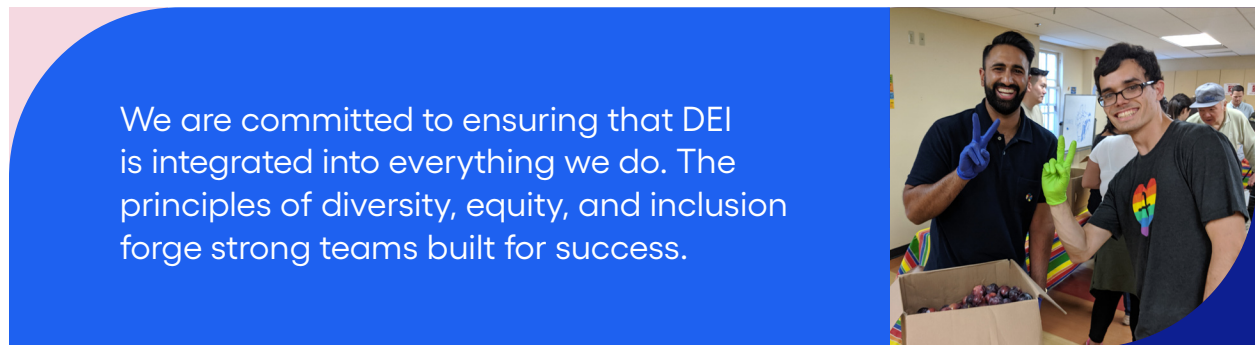
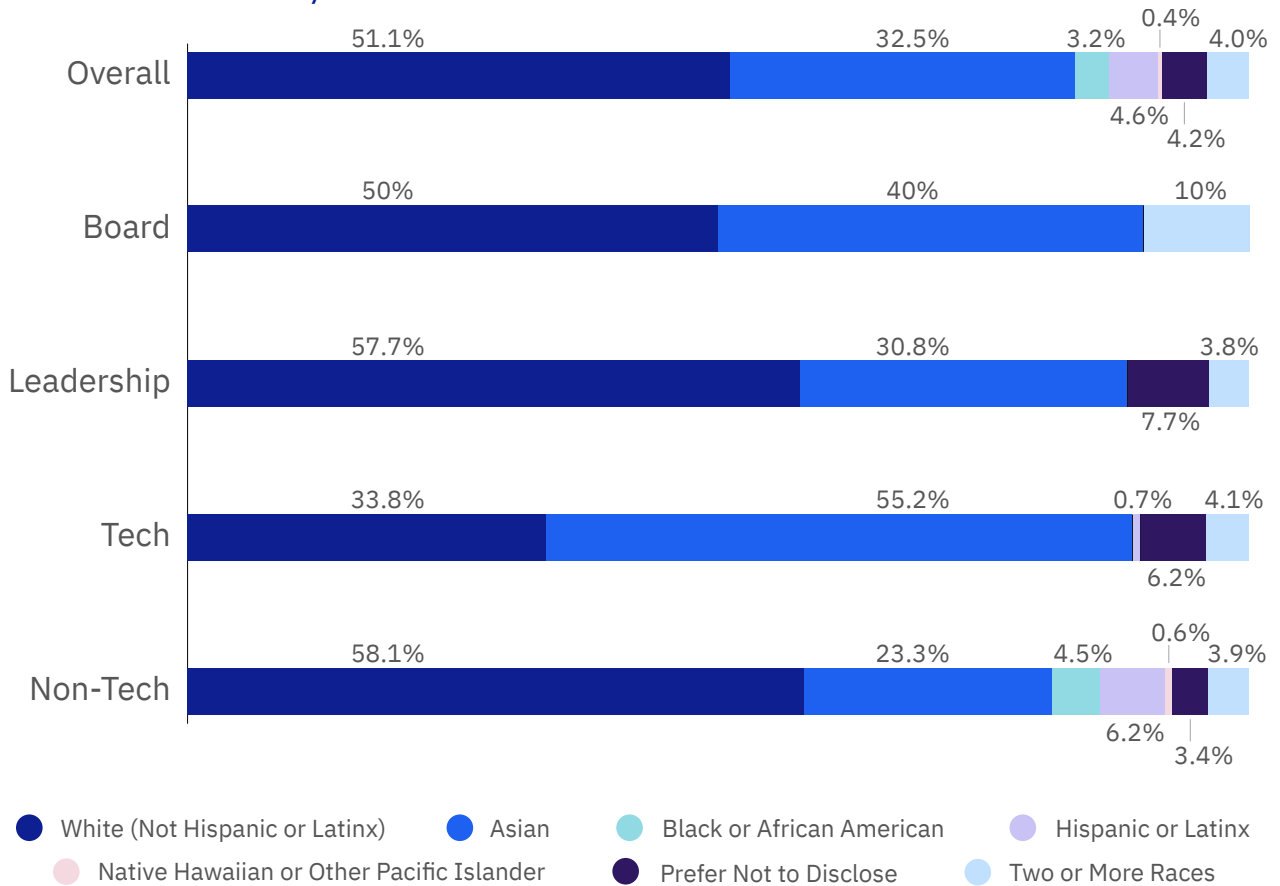
## Non-Tech



## Current Demographics

Examining broad categories of race and ethnicity in our current workforce establishes a baseline for future improvement: overall and at the levels of the board, leadership, and tech/non-tech roles. The data here includes all global employees, including in Europe and Asia. In the years to come, we'll look to establish programs to expand access across different races and ethnicity so the makeup of our team better reflects the makeup of the working population at large.

### Race and Ethnicity



## Building the Diverse Teams of Tomorrow

It's crucial to create an inclusive culture for our existing workforce...but that's only the beginning. We also have to commit to a strategy of growing a more diverse company at the recruitment level, with a special focus on securing talent from underrepresented communities.

This isn't just about doing the right thing; it's about doing the smart thing. Teams that include people from different backgrounds bring multiple perspectives to complex problems, leading to better-informed decision-making. Study after study has shown that diverse teams are better at driving innovation and building value than homogenous teams.

Diversity is the key to our future success as a company. Amplitude is committed to building an interview process squarely focused on capability and potential, that removes conscious and unconscious bias from the process and ensures we build the strong, diverse teams we'll need for continued success.

## Recruiting Partnerships

Strategic partnerships with diversity-sourcing organizations allow us to find and secure top talent from marginalized groups, both to fill current open roles and to build a more diverse pipeline for future roles. In the last year, we have partnered with the organizations below to help us level the playing field for marginalized communities.





Retaining diverse talent is a special challenge. When companies are not intentional about inclusion, career growth and opportunity can elude women and members of marginalized communities—and people leave. At Amplitude we aim to promote individual contributors into management roles at a rate equal to the rate of our external hires. Moving culture bearers into management positions is part of our strategy for successfully scaling our culture.

## Our Mentor Program

At Amplitude, we make every effort to develop, promote, and support every employee, regardless of background, so they can envision a long-term, upward career trajectory here. And mentorship is a key part of those efforts.

To leverage the promise of mentorship, in 2020 we launched a special six-month pilot mentoring program connecting mentees from under-represented communities with leaders at Amplitude. This program has since been expanded, and can now match Amplitude employees with external mentors based on race, gender, or other identities as well. Breaking down barriers to help one another get ahead—that’s the Amplitude way.



## Leadership Development

**The Individual Contributor Leadership Development Program** allows us to scale leadership at Amplitude by enabling high impact Amplitudeers to step into leadership roles and drive results. The program equips participants with the understanding and skills they need to effectively lead teams, work cross-functionally, and propel their careers forward.

**The New Manager Development Program** provides support for these new managers and ensures each one has the toolset and mindset to succeed as a people manager.

**The Senior Leadership Development Program** is for Amplitudeers who want to grow their leadership capacity and functional expertise, and build cross-functional relationships with their peers and senior leadership. The SLDP will expand senior managers’ and directors’ leadership capability and increase cross-functional collaboration, ultimately growing our capacity to promote from within.



# The Wellbeing Program

At Amplitude, we promote employee wellbeing as a concept that goes beyond health—it's about cultivating personal happiness and satisfaction bolstered by positivity, connectivity, education, and access. Our Wellbeing Wednesdays series showcases different aspects of wellbeing in diverse communities, as points of inspiration for employees' own journeys. Partnering with our Employee Resource Groups to highlight and amplify their programs, we focus on identity-based and intersectional aspects of wellbeing. To support Amplitudeers across the globe in their personal wellbeing goals, Amplitude also covers 12 free sessions with licensed coaches and therapists through Modern Health.



Wellbeing Wednesdays showcase different aspects of wellbeing in diverse communities, as points of inspiration for employees' own journeys.

## Embedded DEI Learning

At the core of any DEI effort is learning to be inclusive of others' perspectives. Our training programs support our existing communities while establishing standards for inclusion, and our goal is for every employee to understand our commitment to them, as well as our commitment to building an inclusive workplace, from day one. Since 2020, Amplitude has offered a number of trainings and learning opportunities to support our continued DEI learning, including a live training Anti-Racism Workshop, a Behaviors of Inclusion program to improve “small habits” to foster better inclusiveness, a 21 Days of Inclusion event, and other programs to improve DEI thinking across the organization.

## Safe Spaces

Our quarterly Safe Spaces program is designed to define a space for Amplitudeers of all backgrounds to come together to learn, share, and process events and themes impacting our world. Each of these powerful sessions has a different focus and is led by a licensed therapist; employees are encouraged to bring their curiosity and enthusiasm for deep discussions that cultivate a deeper understanding of the topic at hand. Some examples of past sessions include: the War in Ukraine, Hispanic Heritage Month, National Coming Out Day, and Seen & Unseen Challenges & Abilities.



# Driving Diversity through Employee Resource Groups

In support of our inclusionary goal to cultivate a sense of belonging for every Amplitude, we've developed ten Employee Resource Groups, or ERGs. Based around self-selected group identification, each ERG has particular aspirations, challenges, and activities. And all are supported centrally by Amplitude, with each ERG sponsored by two senior Amplitude leaders who promote their ERG internally and externally. It's our dream that through our ERG program employees can express their identities, engage in activities that help promote causes they believe in, and inspire others to be the change they want to see in the world. Below you'll find the mission statements of Amplitude's current ERGs.

## BLACC



BLACC (Black Leaders at Amplitude Creating Change) strives to increase the hiring of Black people at Amplitude, elevate the profiles of existing Amplitude members and provide a safe space for members, and educate all Amplitude members on Black issues to help build a more inclusive culture.

## Community Impact



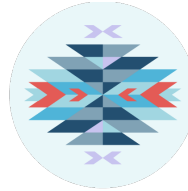
Community Impact empowers Amplitude members to create positive, sustainable change in our global communities through active charity work in our local communities.

## Empowered



The Empowered ERG aims to serve and celebrate Amplitude members from historically marginalized and underrepresented groups, supporting a company-wide culture that is inclusive, values diversity, and welcomes new perspectives and ideas.

## LatinX



LatinX @ Amplitude empowers its members through professional development, celebrating and embracing cultural diversity, and increasing the representation of the LatinX community at Amplitude.



Employee resource groups are critical resources informing management of what is and isn't working across the Amplitude community.

— Blake Jackson, Recruiting Manager





## Employee Resource Groups

### LEAAP



LEAAP (Leadership, Education, and Advancement for Asian People) champions the celebration and inclusion of Asian people at work by elevating visibility, educating ourselves and others, and creating connection within our communities and beyond to build an inclusive and equitable culture that fosters integration and celebrates diversity.

### Parents and Caregivers



Parents and Caregivers @ Amplitude works to remove barriers, give input on policy and decision making, and provide resources that drive stability, compatibility, and success in both the personal and professional lives of working parents.

### Product Queens



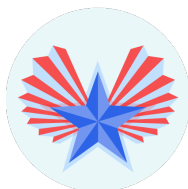
Product Queens' mission is to create a safe space for women and other gender minority groups working in product development and to reduce bias across the product development organization.

### Rainbow Community



RainbowCommunity aspires to create a safe and inclusive environment where ALL employees feel empowered to bring their whole self to work all day, every day. Beyond creating this environment we are determined to raise awareness of LGBTQ+ issues, build Allyship through education, and make a positive impact in the broader community.

### Veterans



Veterans @ Amplitude promotes camaraderie and provides a support network for its members, increasing representation of former and current service members at Amplitude, and educating others on the value that veterans bring to organizations.

### Women in Tech



Women in Tech works to cultivate an inclusive environment that supports and encourages women to advance their skills and leadership potential through connection, mentorship, collaboration, and discussion.



## Making a Difference

### Giving Back at Amplitude

Companies play an important role in their local communities, and we want to make it easy for our employees to give back to the places where they live and work. When disaster strikes or we see a community in need, Amplitude leaps into action: raising money, matching donations, and providing opportunities for employee involvement. Causes we've supported include: Black Lives Matter, #stopasianhate, The Trevor Project, and aid to war-torn countries.

Volunteering is another critical way employees can give back, and Amplitude promotes and enables volunteerism in multiple ways. Amplitudeers work together to improve our communities by supporting local food banks, hosting park clean ups, partnering with non-profit and non-governmental organizations, and more.



### Tech for Black Founders

Today, fewer than 1% of founders backed by venture capital in the United States are Black—an appalling figure that hints at how the odds are stacked against Black technologists and entrepreneurs. At Amplitude, we believe the technology community has a responsibility to level the playing field. To help address this disparity, we launched our Tech for Black Founders program in June of 2020, in tandem with tech partners including Braze, Branch, mParticle, and Radar.

The program is open to U.S. companies led by one or more Black founders who have raised less than \$30M in venture capital and have fewer than 150 employees. Resources for participants include a free version of Amplitude's Growth Plan. Currently, 80 organizations are enrolled, and may remain in the program for as long as they qualify. With Tech for Black Founders, we hope to provide more opportunities for Black entrepreneurs, drive growth, and make the startup space a more equitable place.

# A Word from Our Founder

**Racism and equity are deeply personal concepts to me, and I believe in the power of diversity to strengthen teams and organizations.** A more diverse workforce will help us develop better products and solve more complex problems. And a more inclusive and empathetic work environment will build a welcoming, empowering workplace that today's top talent—from every background—will want to be a part of.

But building a diverse and inclusive workforce isn't one person's or one team's job. It is an organization-wide effort, and that starts at the top. Amplitude's leadership team understands this, and DE&I progress is something we regularly evaluate and discuss.

We know we still have work to do, and we're committed to putting in the time and investment to bring out the best in every Amplitudeer. The Diversity, Equity and Inclusion work we do right now is just the first phase of a long-term commitment to building a better workforce.

**Spenser Skates**  
Chief Executive Officer,  
Founder



A more inclusive and sympathetic work environment will build a welcoming, empowering workplace that today's top talent—from every background—will want to be a part of.



Amplitude is the pioneer in digital optimization software. Nearly 1,600 customers, including Atlassian, Instacart, NBCUniversal, Shopify, and Under Armour rely on Amplitude to help them innovate faster and smarter by answering the strategic question: “How do our digital products drive our business?” The Amplitude Digital Optimization System makes critical data accessible and actionable to every team—unifying product, marketing, developers, and executive teams around a new depth of customer understanding and common visibility into what drives business outcomes. Amplitude is the best-in-class product analytics solution, ranked #1 in G2’s 2022 Winter Report. Learn how to optimize your digital products and business at [amplitude.com](https://amplitude.com).

To learn more about Amplitude’s DEI programs, visit us at [amplitude.com/diversity-equity-inclusion](https://amplitude.com/diversity-equity-inclusion)

