

INTEGRATED MARKETING

# THE CULTURE BOOK

2022



**COLLABORATIVE** together **engaging**  
APTITUDE **AMAZING**  
*well being*  
drives the vision **attitude**  
*HUMBLE* **driven** **Culture**  
**REAL** **TEAMWORK** **FUN**  
*get stuff done* **INNOVATES** *curious* *Inclusive*  
*Transparency* **respectful**  
**COLLABORATES TO DRIVE SCALE**  
**AUTHENTIC** *approach-able*  
*thrive* **embraced** *energetic*





## Welcome to the inaugural edition of the Integrated Marketing Culture Book

What is culture? How do we share it with others – what it looks like, feels like, tastes like – especially with new team members and future new hires, and in a remote environment? How do we bottle this up and share *THIS*? These are the questions from which this culture book was born. Our goal is to share our culture with our new team members so they understand it and become a part of it with pride.

Throughout my career, I have found that creating a strong, healthy and honest culture is foundational to building high-performance teams. In fact, I do not believe teams can achieve true high performance without such a culture in place.

So, to capture our culture at this moment in time, all team members were asked the question, “In a few sentences, how would you describe Experian and the Integrated Marketing culture?” To encourage candid responses, the email was sent from a member of the team with the promise that the name of the contributor would not be included with their response, as well as a commitment that every response would be included in the culture book without any editing (other than typos).

I want to thank everyone on my team who took the time to share their perspective. A culture cannot be created by a leader, or even a group of leaders, it is created by the collective ideas of every member on the team. I’ve read each response carefully (multiple times) and I take from it not only a sense of pride for the culture we’ve created together, but I am also inspired to find new ways to build and foster it.

I hope you enjoy learning a little more about Experian and the Integrated Marketing team. I am truly humbled to be a part of ‘the big E’ and this team that is actually *my family*.

With gratitude,

A handwritten signature in white ink that reads "Reshma Peck". The signature is fluid and cursive.

**Reshma Peck**



IM team/culture means being surrounded by not only a group of co-workers, but friends who care about my happiness and wellbeing outside of the work setting. The camaraderie that our team shares makes me a happier, healthier and more productive employee.



# **IM CULTURE**

**SELF-MOTIVATED, DRIVEN**

**ACCOUNTABILITY**

**ENCOURAGING AND SUPPORTIVE OF OTHERS' SUCCESS**

**NEW IDEAS AND INNOVATION**

**BE HUMBLE, NO EGO. NOT TERRITORIAL**

**CHARACTERISTICS OF A STRONG CANDIDATE:  
PRAGMATIC; USES GOOD JUDGMENT AND HAS COMMON SENSE**

**CURIOUS**

**CHALLENGE THE STATUS QUO**

**SELF-MOTIVATED; DESIRE TO DIG IN AND TAKE INITIATIVE**

**DONE IS BETTER THAN PERFECT**

**HIGH APTITUDE AND ATTITUDE**

**HUMBLE, NO EGO**

**USE GOOD JUDGEMENT**

# EXPERIAN IS BY FAR HANDS DOWN THE BEST PLACE

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I've ever worked – the people are passionate, driven, ambitious and achievers, the work is interesting and always evolving, the leaders truly show their human side and care about what they do and the people who work here. It's a unique combination of all the things I love about working that is truly remarkable to experience from being an employee here.

More specifically, the Integrated Marketing team, which I was blessed to be able to join as I started working at Experian, is one of the best places to work if I had to choose amongst hundreds of factors that makes the best team the best. As a working mother and a strong proponent of female leaders, I found my place amongst genuine, strong, talented, competitive yet compassionate women (and men!) who somehow figure out how to “juggle it all” with humility and wisdom (who knows what they are doing behind the scenes to get this all done). It really has shown me that it's possible to be a well-regarded female leader at a huge company while also managing, caring for and prioritizing a family as well, which is something that truly will make or break working mothers in the workforce for the future. During the pandemic, I've seen an incredible support system come together and shepherd me along on a journey I didn't know I could take as I came back to work from maternity leave as a new mother. Not only that, there's a unique mix of bringing your best while having fun and getting to know each other on a personal level, at a pace that works for many types of personalities. IM is truly a place where the best and brightest thrive and get to do something amazing together.

# EXPERIAN COLLABORATIVE, ENGAGING, CHANGING AND NEVER THE SAME

**IM culture is competitive but in the best way, fun, light-hearted, organized but pivotable, and constantly looking for the best way to serve the business.**

IM Vertical Team is the best place to be on the IM team: Jenna Chaffins is a manager that we all don't deserve to have: she's witty, fun, talented, strategic, knows how to fight for you, makes good judgment calls and generally is someone who anyone can learn so much from. The team is made up of the most hard working people I've ever known – who also have a wide range of talent in other areas of life (they are JUST interesting people in general). It's also a place where strategy and inside-out mentality just comes together. There's no other place in Experian that does this better than us – it's desperately needed to help us win in the marketplace amongst our competitors. I would liken the IM Vertical Team as the secret weapon in all of Integrated Sales and Marketing. If you're looking for the best strategists who can also walk the talk, these are your people.



# EXPERIAN JUST GETS IT:

It knows that to have the best ROI, stock prices and business outcomes, it HAS to take care of its people. And it should be a struck the right balance in doing so. Everything is thoughtfully created, challenged in the right way with the right intentions, and everyone truly wants the best for any given situation.



## DIFFERENT?

DIVERSITY IS A HUGE FOCUS AND IT'S EVIDENT IN ALL WE DO

STELLAR BENEFITS, AND ALWAYS BEING ADDED TO COMPETITIVE PAY/BONUS

SOME OF THE BEST PEOPLE YOU'LL WORK WITH


SOMETHING FOR EVERYONE (clubs, ERGs, Heart of Experian)

GLOBAL COMPANY (opportunities to work/interact)





**THE EXPERIAN  
CULTURE IS ONE  
THAT INVITES  
PEOPLE FROM ALL  
WALKS OF LIFE  
TO COLLABORATE  
AND BRING THEIR  
ENTIRE AUTHENTIC  
SELVES TO WORK.**



It's one that provides the opportunity to learn from others while contributing to something that feels significantly important to impacting the lives of others. The culture of the Integrated Marketing Team is collaborative, innovative and engaging. The Vertical team is comprised of extremely high performers who challenge, motivate and inspire each other to do and be our very best.

# TEAMWORK

## ENCOURAGING NEW THOUGHTS AND IDEAS

### COMRADERY



# WITNESSING EXPERIAN'S COMMITMENT TOWARD CREATING A POSITIVE AND LASTING IMPACT IN LOCAL COMMUNITIES HAS BEEN EXTREMELY REASSURING.



I know that even the smallest of my efforts, as part of Experian's and Integrated Marketing's programs, will grow into something significant and beautiful for the communities we work with.

I feel relieved to know that I'm a part of an organization that believes in giving!



# HALLMARKS OF THE TEAM ARE OUR CURIOSITY AND WILLINGNESS TO TRY NEW THINGS.

Our competitive nature, and the way we empower and support one another. Most importantly, we actually like each other – as people and as coworkers.

Thinking about the Experian culture as a whole, the thing that resonates the most for me is how we're truly treated as a whole person. The flexibility provided to care for family, grieve loved ones, or deal with doctor's appointments and home emergencies is just unparalleled. The care Experian shows for its employees (thinking about paid time off for COVID illness, the offer of hotel rooms and food during the forest fires, the contributions to funds for those in Texas) really makes this a special place to work.

# CULTURE IS THE PEOPLE OF THE WORKPLACE, BUT ALSO HOW WE WORK.



As I've been thinking about the IM team culture, here are a few thoughts and values that come to mind. I also believe we can strive to meet these values even more.

The Integrated Marketing team is, All in (our team delivers, whatever it takes), One Team (we win and lose together and never say 'that's not my job'), and are High Performers, and Scrappy with quality (we are resourceful and deliver without lowering quality/brand standards).

At Experian, what I like most is that people feel comfortable bringing their whole selves to work, and the workforce is truly inclusive. I think it is hard to find this anywhere else. The people you work with are transparent, collaborative and you can trust your colleagues to have open dialogue, discussions and debate.



**THE LEADERS MAKE  
A SINCERE EFFORT  
TO ALWAYS STAY  
CONNECTED WITH  
THE EMPLOYEES  
ON THE TEAM IN A  
MEANINGFUL WAY.**

Everyone is all **“hands on deck”** to help get projects done and complete tasks as so many of our projects are a group effort. Everyone is so kind and helpful, it’s a real joy to work on the IM team.



# EXPERIAN AS A WHOLE HAS AN AMAZING CULTURE

Being such a large company, you still feel the small business vibe & not just another employee among thousands. You can tell that the senior leadership & managers truly care about their employees, while provoking high performance standards, they also ensure work life balance. While I see myself working for Experian for many years to come, and have worked on various teams, the Integrated Marketing Team brings the positive & fun atmosphere to another level! I truly love being on this team!



**High-performance** We set high (sometimes scary goals) and expect to achieve them.

**Inclusive** All are welcome as they are – our unique makeup of diverse perspectives is part of our special sauce.

**Innovative** We push forward to make a difference for consumers, customers, employees – for all.

**IT'S A FAMILY.** Not in the buzzword, corporate speak meaning of the word.

**IT'S REAL.** And it's something very special that all of us hold closely and protect.



We work hard, play hard and at the end of the day we have each other's backs. I could call this team at a time of need and have no question they would show up. And that's a really powerful feeling.

When I talk and the culture about Experian, I always say that I've never met smarter people, more driven people, and more genuine people than I've met here. You may find one or two in any given company culture, but it's a rarity to find all three.



# GENUINELY EMBRACED AND WELCOMED

The entire IM team has been amazing and very supportive in sharing with tips, advice, and background about Experian and our team.

IM culture is collaborative and energetic. It represents the epitome of a fine-tuned team of skilled Marketers.

I don't see silos amongst the team. Transparency and united success are at the heart of IM.

I can bring my authentic self to the team (and company) and my skills and talents are well respected.



**INCLUSIVE  
SUPPORTIVE  
COLLABORATIVE  
RESPECTFUL**

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Let me know if you need anything,  
whether if it's work-related or if  
you just want to talk.

Working from home can be a struggle in itself, but having a team that's approachable, caring, and energetic makes this experience much more enjoyable.

I hear this statement a lot and it's probably one of the things I love most about our team.





# INTEGRATED MARKETING