

Company values

Foundation

It's important to create an environment where we have consistent values that serve as the basis for our operating instructions. We are ALL accountable for upholding our values and standards, and must relentlessly eliminate fear across the organization to truly be successful.

This is about progress, not perfection. This is an iterative process.

A few simple truths:

- ✓ **We must** acknowledge ambiguity but be consistent in our decisions.
- ✓ **We must** embrace failure and openly share the lessons learned.
- ✓ **We must** acknowledge disagreement but communicate respectfully.
- ✓ **We must** continue to innovate and actively resolve conflict.



Mission

Our mission is to help our customers use data to increase the value of their brands. This is our overarching objective, it is measurable and realizable.



Vision

Our vision is to make it easier for our customers to be successful at their job. This is our dream, its aspirational, and our true north.



Values

Our guiding principle is that you should always leave it better than how you found it. Each decision, each interaction, each relationship should be improved through each interaction. Values are the DNA of any organization. They are our guiding operating principles.

What we believe in

Our cultural norms:

- ✓ We hold each other accountable to being good people.
- ✓ Customer value comes before revenue.
- ✓ We are owners of our own Karma.
- ✓ We create solutions, not excuses.
- ✓ We have fun, and celebrate wins.

Our value system:

- ✓ Eliminate fear of failure in others, and hold those around you accountable to doing the same.
- ✓ We must constantly earn the right. Build trust and earn the respect of everyone around you.
- ✓ Understand that we are each part of something bigger than any one of us individually.
- ✓ Nothing is ever somebody else's problem. Be brave, we will support you.
- ✓ Figure out how to, not why not.

“All beings are owners of their own Karma”

– Gautama Buddha



Values

Our values are our DNA, they are what we look for in every hire we make and they are the standards that we hold ourselves accountable to. They supersede all else.

01 Be compassionate

- The journey is not always easy, help guide others through it.
- Management is good, mentorship is better, leadership is best.
- Hero culture is not our culture.
- Do not use honesty as a weapon.
- **Eliminate fear of failure in others, and we will see incredible results.**

02 Be accountable

- Nothing is somebody else's problem.
- We seek progress, not perfection but hold ourselves to incredibly high standards.
- We must constantly earn the right. Build trust and earn the respect of everyone around you.
- We're all accountable for holding each other accountable.
- **Be willing to adapt and respond to change.**

03 Be humble

- We are all owners of our own Karma.
- No job is too big or too small for anyone on the team.
- Constantly seek to understand, and share what you learn.
- Finger pointing is never the answer.
- **Understand that we are each part of something bigger than any one of us individually.**

04 Be inclusive

- Let go of your biases.
- Embrace and champion diversity.
- Recognize great behaviors in others.
- If something upsets you, take a minute before you respond. Then take an hour to craft your response. Then take a day to deliver your response.
- **Be brave, we will support you.**

05 Create your luck

- Be resourceful, hope is not a strategy.
- Be curious and engaging. Ask questions and listen.
- Treat others with the same respect you deserve.
- Constantly aim to build your network.
- **Figure out how to, not why not.**

About mParticle

mParticle is the customer data platform for the connected age. Unify your customer data and simplify partner integrations with enterprise-class security and reliability.

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