

# MARPOST


**Imran Ali Syed**  
People & Culture Manager

### Company Profile


Maropost is the only unified customer engagement platform designed from the ground up that connects companies with their customers at every step of their journey. Providing a single customer view, Maropost creates unified, personalized customer experiences, helping brands increase conversion and brand loyalty.

### Role & Key contributions


- Led People & Culture projects for Canada, US and India teams.
- Reported directly to VP People, worked with the senior leadership team on employee engagement, employee experience, equity, diversity & inclusion, employer branding, work culture and change management projects at the company level for different geographies.
- Designed employee engagement projects: surveys, eNPS, strategies to increase participation rates, communication plans, and analysis of metrics and industry standards in collaboration with various business service heads across the geographies.
- Collaborated with the People Team & executive leadership to develop and design equity, diversity and anti-discrimination policies and work culture practices.
- Assisted in streamlining the new hire on-boarding, fun projects and recruiting processes.
- Built projects on employer branding, attracting the right and diverse workforce and strategies to retain and develop talent.



2018  
**GROWTH 500**  
CANADA'S FASTEST-GROWING COMPANIES



2019  
**GROWTH 500**  
CANADA'S FASTEST-GROWING COMPANIES




MARKETING CLOUD

Maropost  
Officially, One Of  
Canada's Top 5  
Fastest-Growing  
Companies


### Internship Focus - Social Sustainability : People aspect of the Sustainability

Sustainability is not just about the environment: people and communities' matter too! It includes human rights, fair labor practices, living conditions, health, safety, wellness, diversity, equity, inclusion, accessibility, work-life balance, empowerment, community engagement, philanthropy, volunteerism, and much more.


### Internship Objectives




Employee Engagement




Equity, Diversity & Inclusion



Work Culture & Belonging



Employee Experience



Employer Branding

### Insights on the significance of culture


- Disability inclusion is about more than hiring people with disabilities.
- Diversity is not just about the ethnicity, gender, orientation or race. It encompasses many visible and invisible human traits.
- Ethnically diverse companies are 35% more likely to outperform their respective national industry medians.
- Gender diverse companies are 15% more likely to outperform their respective national industry medians.
- 83% of millennials more engaged at work when they believe their company fosters an inclusive culture.
- Highly engaged teams show 21% greater profitability.
- 43% of employees are ready to leave for a mere 10% salary hike, and this can be attributed to poor company culture and work life balance.

\*Data Source: ILO

**"Your Culture is your BRAND"**

**Disengaged employees cost up to \$550 billion a year (in North America alone)**

**People, not gender. Employees deserved to be welcomed & respected as they are!**



**Disability inclusion matters!**

**Sustainable Development cannot happen without human empowerment.**

