

The Culture Book

2018



EasyMarkit 
www.easymarkit.com

Great Culture
Great Team
Great Place to work
Cathy ☺

H.A.G.S.!!
Rebecca ☺

You DA BEST
-Raz

EasyMarkit has been
great so far.
Looking forward
to what the
next year has
in store.
Go Leafs.
-Michael

Winter is coming!

Ymas in 4 month nice
☺ All B.

Catchya
Downtown
with Apan
Moreno

I've learnt
so much
this past year

Love Leticia Cruz

Such a great time with
you this year! Have a
great summer.
XO Erin.

Don't ever change!
XOXO André

Have an awesome
summer!!
keep it easy
Kevin T.

Get well soon
Love
Handsome Andrew

Two is not a winner, and three
nobody remembers, what does it take
to be number one?
-Nelly

H.A.G.S.!!
It's going to be a
great summer.
See you all next year!
Megs.

You can't spell a lot
with 'EasyMarkit' but
you can spell 'Team'!
I love this team
Ryan

H.A.G.S.!!
Let's hangout this
summer!!
-Krista ☺

We specialize in advanced
Patient communication!!
FOR THE DENTAL
INDUSTRY - FARAZ

Trophy Unlocked: 1st year @
Easy Markit! Here's to another
fun year ahead! Doug

Feliz Navidad!
John Copsay

What an amazing
year! Such a blast!
An honour and a privilege
to be your friend!
All the best,
Marcey ♥

AMAZING
2018!
MANY MORE
TO COME!
JACK Y.

You Rock!
Never change!
Mpi (Rab)

Can't wait to
do it all again
next year! ✓ Alex

The Culture Book 2018

EASYMARKIT

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“COMING TO WORK WITH FRIENDS MAKES A WORLD OF DIFFERENCE FOR WORKPLACE LONGEVITY.”

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THE COMPANY

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OUR MISSION

PURPOSE
IMPROVE
PATIENT CARE

VISION
#1 PATIENT
CARE
SERVICE

BHAG*
12,000
CLINICS BY 2022
*BIG HAIRY AUDACIOUS GOAL

OUR GOALS

80%
CONVERSION
TO PAID FOR
TRIALS

20%
OF REVENUE FROM
EXPANSION SALES

1,000
NET NEW CLIENTS

OUR VALUES

PEOPLE COME FIRST

GIT'ER
DONE!

COACHABLE

PROFESSIONAL,
NOT RESTRAINED

Welcome

Dear EasyMarkiteers,

It is a great pleasure of ours to be able to share some of the accomplishments and milestones over the past year. 2017/18 has been an amazing year of growth and learning and we are excited to see the fruits of these efforts moving into 2019!

As a team, we have continued to work together towards our greater goal of being the #1 patient communication service in the dental community. We have also never lost sight that to get there we must put people first. This starts with putting our staff first through an amazing work environment designed for each of us to thrive. It translates into putting our customers first through innovative products and amazing pre and post sale experience. And it results in putting our local and global community first in delivering meaningful conversation that challenges the current status quo.

The Principals at EasyMarkit could not be any more proud of what we have achieved so far and we are excited to see this growth translate into us working towards our 12K BHAG!

This dream will only be a reality because of the hard work you bring to our team and that is why this years' Culture Book is dedicated to you.

Yours truly,

Josh
Owen
Nathan
Ryan

MEET THE OWNERS



Josh Devries
Director of Sales



Owen Ingraham
Director of Engineering



Nathan Devries
Director of Customer
Experience



Ryan Hogenes
Director of
Operations



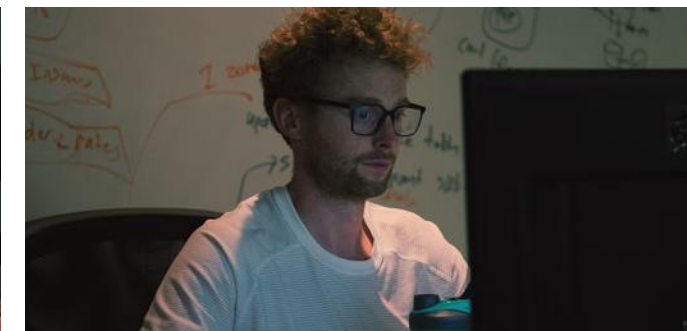
“EASYMARKIT IS A FANTASTIC PRODUCT THAT WE’RE ALL PROUD OF. THE PEOPLE LEADING US HERE ARE CHASING EXCELLENCE EVERY SINGLE DAY.”

Engineering

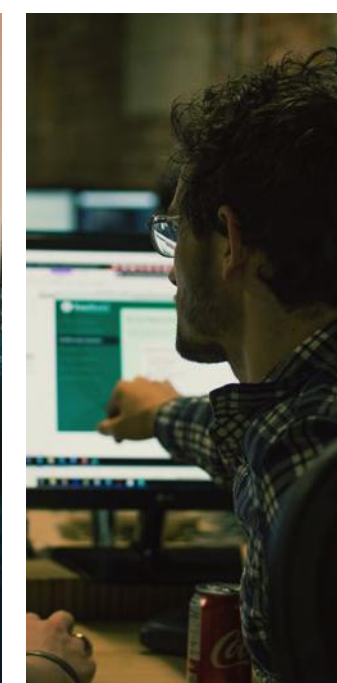
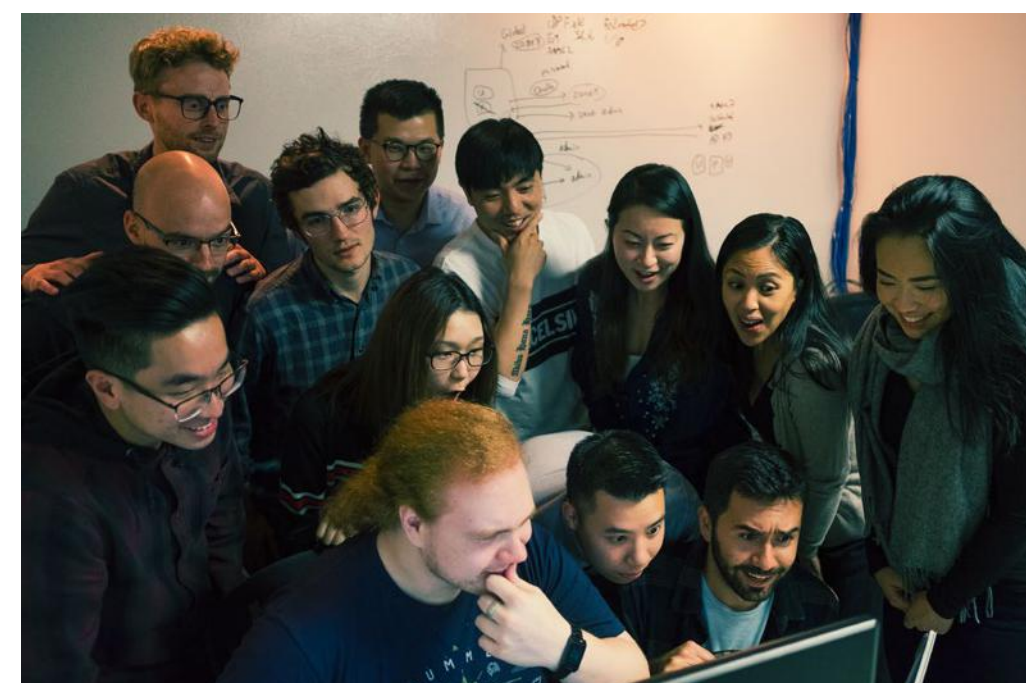
TEAM LEAD: Owen Ingraham

MEMBERS: 19

ROLE: The geniuses that create our software. We’re so invested in our product, our Development team is one of the biggest in the company - and one of the best in the PCS field. Fun fact: though most of our devs are based here in Vancouver, we also have a small team in the Czech Republic.



DID YOU KNOW? The application sent **30,000,000** messages this year.



Sales

TEAM LEADS: Josh Devries, Charlie Mussche, Ryan Roukema, Himmy Lau

MEMBERS: 33

ROLE: Our SDRs and AEs let dental offices all over North America know how EasyMarkit can improve their lives. Our Sales Development Reps prime each lead on the phone, ready for an Account Executive to close the deal with a demo - a dream pairing.



“THERE ARE SO MANY OPPORTUNITIES - TO MAKE FRIENDS, TO TAKE ON MORE RESPONSIBILITY, EVEN TO CHANGE ROLES.”

DID YOU KNOW? The Sales teams made **255,463** calls this year.



“I LOVE WORKING AT EASYMARKIT BECAUSE OF THE OPPORTUNITIES AND GREAT PEOPLE.”



YOU PROBABLY KNOW:
Angela can bench press **185lbs**



Marketing

TEAM LEAD: Faraaz Jamal

MEMBERS: 7

ROLE: Making everything look shiny through the sheen of careful presentation. Bringing together specialisms in design, copy, social media, SEO and growth, the team works on developing strategy to increase EasyMarkit's reputation and generate inbound sales leads.

"THE WORK AT EASYMARKIT REALLY FITS IN WELL WITH THE REST OF MY LIFE, PLUS THE PEOPLE ARE KIND AND GENUINE AND WE'RE MAKING SOMETHING THAT ACTUALLY HELPS PEOPLE!"

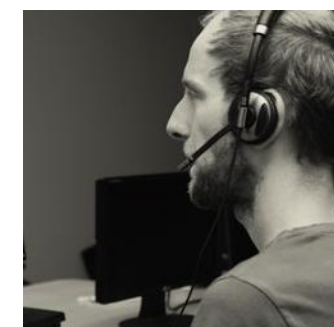
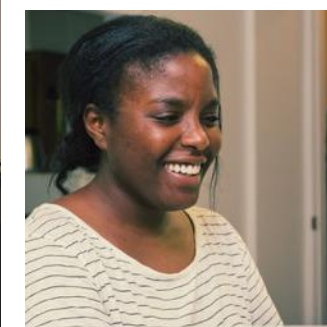
Customer Experience

TEAM LEADS: Nathan Devries, Chris Trolliet

MEMBERS: 11

ROLE: Keeping customers happy with their problem-solving finesse and charm. There's no issue they can't resolve, and our customers love them for it. From the moment they start a trial, the team is there to help our customers make the most of EasyMarkit's array of features.

DID YOU KNOW? Customer Experience resolved **13,800** tickets this year.





“WE GET THINGS DONE...IN A CASUALLY RELAXED AND FUN ENVIRONMENT.”

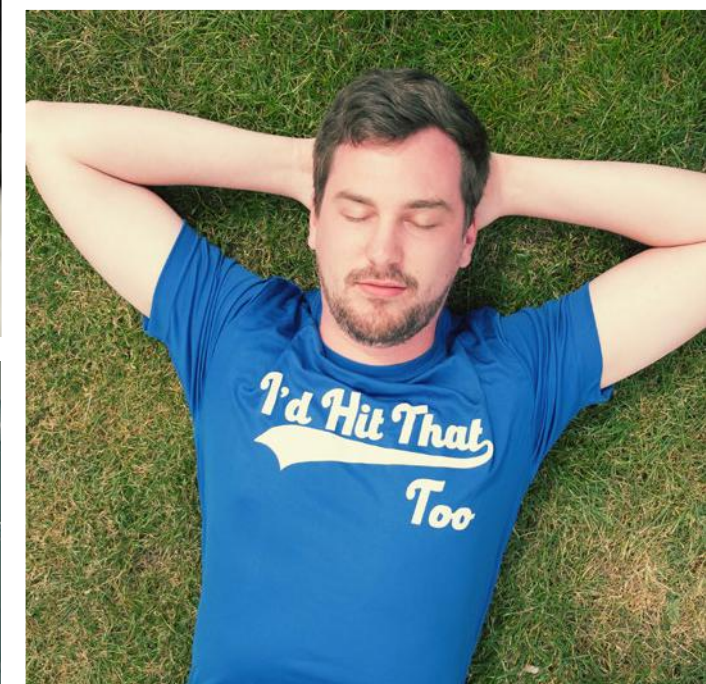
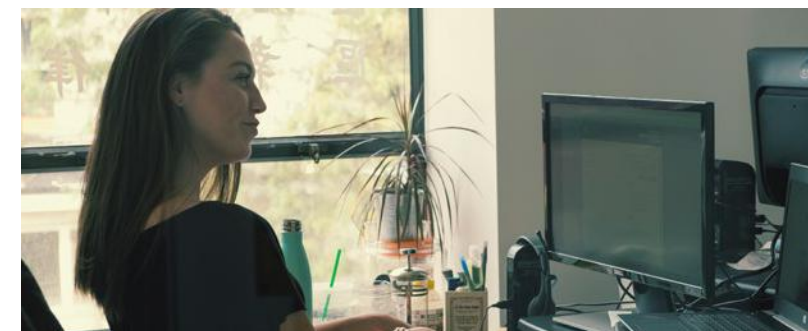


Finpops & Biztech

TEAM LEADS: Ryan Hogenes, Candace Bajgoric & Gail Hallet

MEMBERS: 7

ROLE: The ones that keep the whole machine running, with their expert skills in people, tech, and accounting. These multifaceted folks really are the heart of our business: from payroll to keeping the kitchen stocked, to overseeing the sales tech stack and recruiting for our growing company, this is where the magic happens.



DID YOU KNOW? EasyMarkit received **1,742** job applications this year.



AUGUST 16, 2018 VANCOUVER, BC

Outside Sales

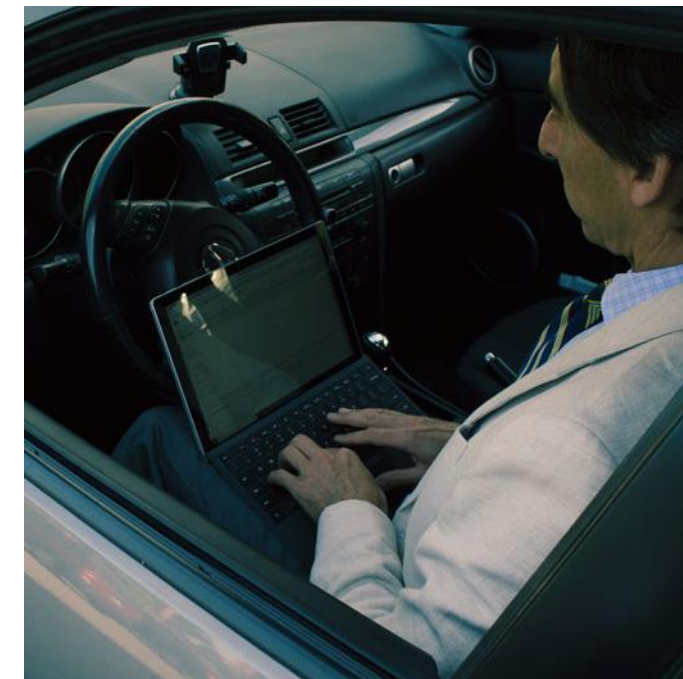
TEAM LEAD: Josh Devries

MEMBERS: 6

ROLE: Our Outside Sales Reps spend their days wooing dental offices, winning them over to EasyMarkit through a combination of natural charm and sales savvy. Headed up by a co-ordinator, the team bring leads to contract with their persistent efforts - often over months.



DID YOU KNOW? The Outside Sales team visited **3,846** clinics this year.



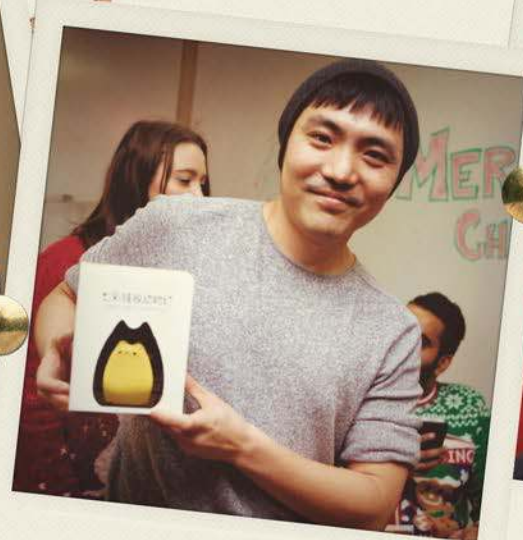
“THIS IS A GREAT COMPANY WITH ALL THE BEST, MOST TALENTED PEOPLE. AMAZING TEAM!”



The Galley

“COME FOR THE BEER,
STAY FOR THE BAGELS!”





Get Physical



"SHARING OUR
THANKSGIVING POTLUCK
WITH SOME OF THE
LESS FORTUNATE IN THE
NEIGHBORHOOD, WAS A
PRETTY GREAT EXPERIENCE"

Cheers!

RAISING A GLASS TO THOSE WHO
MAKE (OR BREAK) THE WEEK

Cheers to short weeks.
& Cheers to weekends.

Sephy, Cheers for having
Such a great Attitude!

Cheers Candace,
Way to miss yet
another cheers!

Cheers Erin.
You deserve it.

Moreno.

Don't let all these
cheers get to your head.

Cheers
~

Cheers to
Ryan for
New Town
Treats!

Cheers Clint
For being able to
hear me through
Your headphones

Angela - the amount
of work you do is
unrivaled. Thanks for
everything! Special thanks
for buying the biscuits.
Cheers xo

Cheer Richard
you're a real treat

Ben,
Thanks for playing everything
from Mozart to Blink 182
for us all to enjoy on
a daily basis!
Cheers!

Easy Markit hasn't been the same
Since you've been hired, no, not
even close to being the same...
it has been a million times
better and all thanks to you!
Keep on doing your thing as only
you can! You rock!
★ Cheers ★

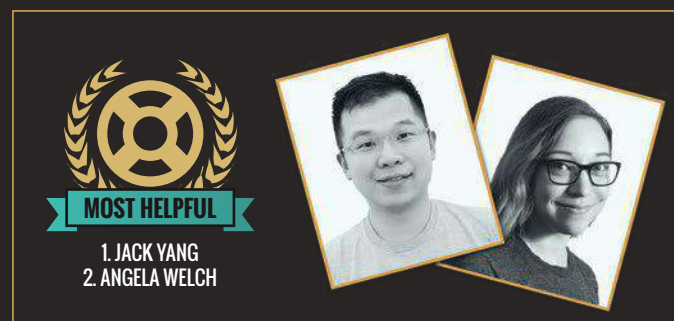
Cheers Arpan,
Hope you have a great birthday!

Cheers Malcom,
You're the
boss!

Cheers Clint
For being so green



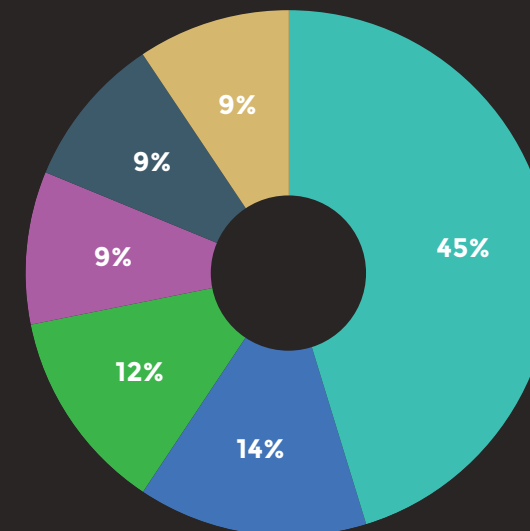
And the Winner is...



Survey results

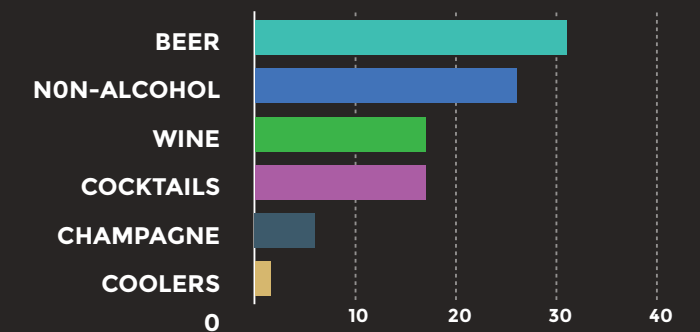
WHAT KIND OF BAGELS DO EASYMARKITEERS LIKE?

- EVERYTHING
- BLUEBERRY
- CINNAMON RAISIN
- SESAME SEED
- PLAIN
- NONE, BAGELS ARE TERRIBLE

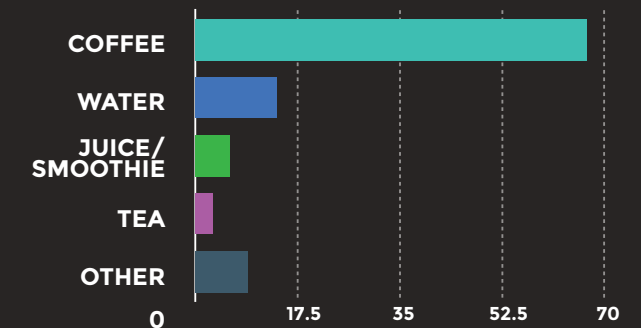


41% OF EASYMARKIT EMPLOYEES LIST **THE PEOPLE** AS THEIR FAVOURITE THING ABOUT THE JOB

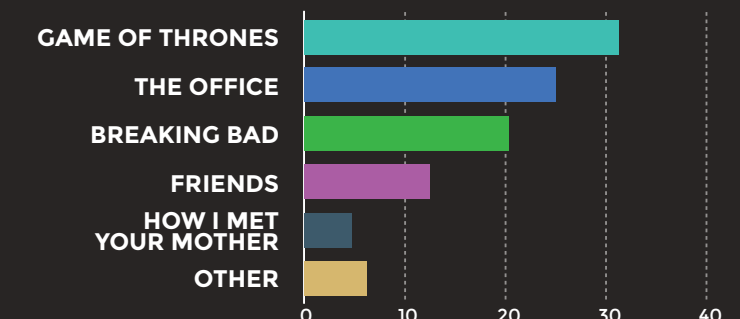
WHAT DO EASYMARKITEERS LIKE TO DRINK IN THE EVENING?



WHAT DO EASYMARKITEERS LIKE TO DRINK IN THE MORNING?



TV PREFERENCES





JASON ABBOTT

The Jason Special: Bagel, Cream Cheese, Hot Sauce, & Pep-Peps.



CANDACE BAJGORIC

Loves swimming, but still takes the boat from Bowen Island.



AARON BARAQUIEL

Likes weight training, eating steak, and listening to John Mayer (maybe all at once).



ALEX BELLEMARE

This finance whiz loves tennis, the show Suits, and books on Income Tax Law.



NATHAN BOWER

Loves a good green curry, Rush Hour, and the Office.



JULIO HENRIQUEZ

Loves Italian cuisine, Spanish Cities, and a little bit of soccer.



KEITH HO

Ping-pong efficianado. Sushi admirer. Wishes this were Budapest.



STEFFEN IHLAU

#1 in the office at Foosball.



KRISTA JENSEN

Hakuna matata. Loves pandas. Foodie.



SEWON JEONG

Has the most badass taste: loves the original Oldboy and reading Murakami.



MORRIS BURAK

Canadian through and through: loves Neil Morris, Wayne Gretzky, and Edmonton.



JOSHUA CHAN

Loves nothing more than a spot of Supernatural and sushi.



KEVIN CHOW

Has fond memories of rescuing shoes from trees.



JOHN COPSEY

Loves reaping in the big bucks and chomping down on jerky.



DOUGLAS CROUCHER

Steven King, Van City and BBQ ribs = Doug.



ATI KHALEghi-OMRANLOO

One of the few people to like Chuck Palahniuk for Survivor, not Fight Club.



JOHN KIM

You can't go wrong with Despicable Me and a bowl of noodles.



RICHARD KING

Loves tea, cakes and murder mysteries. Quintessentially English.



MIKE KOUROUNIOTIS

From the Czech Republic, enjoys a good beer.



VIT KULIS

Big fan of Twin Peaks. Blue Velvet is his favorite movie and enjoys to swim.



MEGAN DAWES

Loves Mexican food and Hawaiian beaches.



ARPAN DEOL

When he's not watching NFL and drinking beer, he dreams of beau Paris.



MADDIE FLINN

Loves nothing more than riding a plank over water (frozen or warm).



AUSTIN GARTLEY

Could watch the Maple Leafs and listen to podcasts all day long.



OLIVIA GAUTHIER

Lives for a good challenging hike with a grapefruit raddler to enjoy at the summit.



ANDREW LACELLE

Keep Andrew happy with a shepherd's pie and a copy of Sex, Drugs & Cocoa Puffs.



HIMMY LAU

Loves Hawaii, Chinese food, and Basketball. Also has the most adorable dog.



ANDRÉ LEBLOND

Bjork's biggest fan. On Wednesdays, he wears Millennial Pink.



HELEN LEE

Do not expose to spicy food, exposed windows onto East Pender, decaf Refreshers.



MIN LEE

A great man of simple tastes. Feed him meat and let him read Spin Selling.



ERIN GIRARD

Loves, Melbourne, Sushi, and Hocus Pocus. Wishes we had an office pet.



LACHLAN GUY

"My favourite thing about EasyMarkit is Andrew Lacelle."



SEPHY HALLOW

Wrote these captions so you don't have to. You're welcome.



GEORGE HANOUSEK

Loves Cycling, the Simpsons, and his favorite city is Budweis.



FARAZ HASAN

Big fan of The Godfather and Mad Men, Enjoys a good Shawarma.



ANDY LEON

Can't get over watching Josh dance to the Backstreet Boys at a Town Hall.



CATHERINE LI

Loves staying ahead of the evolutionary pack, you can catch her lifting weights.



JAMES LINARES

Living in Columbia, Jammin' to some hip-hop while working out.



LANA MA

Wants to travel the world eating all of the desserts but her fave city is Bangkok.



MALCOLM MCCUTCHEON

Ideal date: eat cereal, whilst serenaded by the street saxophonist.



NATHAN MERRELL

Would you believe his favourite colour is forest green? Favourite sport is pickleball.



STEVEN MOREIN

Drinks chicken broth for breakfast.



CHARLIE MUSSCHE

Ideal Sunday: Spending time with his family while boating, eating pizza, & watching TV.



MADDIE MUSSCHE

Physically incapable of complaint.



CHRISTIAN NAMBAYAN

Our resident photographer thrives on chicken wings and vague optimism.



ROSS TERRANCE

Answered in block caps. Loves GRAPEFRUIT SELTZER.



MICHAEL TINKER

What makes Tink tick? Friday Night Lights and that sweet East Pender sax.



WILLEM TOORENBURGH

Favourite colour: #3d9c3d. The only man to slow-cook in The Galley.



JEFF TORN0

Really likes Scarface. Favourite sport: eating burgers.



CHRIS TROLLIET

Loves Morrissey, but still seems happy.



WENDY NGUYEN

Loves LoTR and fixing problems. One does not simply have a single favourite food.



VACLAV NOVOTNY

Massive R.A. Heinlein fan, discovered via obsessively watching Starship Troopers.



MURIELLE OSIEN

Extreme Drake enthusiast. Dystopian fiction fan. Foodie.



MELODIE PANGAN

EasyMarkit's own yoga instructor loves to eat sushi & ice cream.



NELSON PARSONAGE

Nelson really wanted the editors to know how much he loves beer.



REBECCA VANDERMEY

French fry fancier. 90s party lover. Vancouverite.



ALEX WEBB

Proper British lad loves a Full English breakfast, but hates bagels.



ANGELA WELCH

In case you didn't know, she likes lifting heavy things.



CLINT WICKHAM

Loves being able to wear shorts at the office & his favorite movie is Xmas Vacation.



BRUCE WILSON

Sour Cream Glazed, an IPA, and the Tragically Hip are some of his favorite things.



DAVID PHAM

A little Pho, Bravheart, Fishing, all while in Montreal = the best day.



ALEXANDRA PHIZICKY

Egg enthusiast. Great with boats, dogs, and people.



MIKE ROBERTS

Prefers Seattle to Vancouver... apparently.



RYAN ROUKEMA

Prefers Victoria to Vancouver.



BENJAMIN ROYTER

Compassionate anarchist. Skateboarder. Poke eater.



RYAN WING

Loves nothing more than a slice and some GoT.



BRETT WOOD

"Brett's ideal date? Grab cheesecake in New York and watch Gladiator."



JASON WU

Would love nothing more than some soup dumplings and Breaking Bad.



LESLEY XIE

Knows adventure is out there - probably on a beach in Maui.



JERICHA YAMMER

Wishes muggles would understand her love for tacos and the windy city.



DANIEL SOUZA

Loves food so much, he can't decide a favourite. Thinks the Foosbot is too chatty.



OLIVER STANNUS

Coming soon to a pro-foos championship near you.



ANDREA STAŠKOVÁ

Active yogi. Favorite Colour: the rainbow. Favorite Artist: David Bowie



RICHARD STERNDALE-BENNETT

Loves sci-fi, the views from the third floor, and a good beer.



MIRA SUK

Loves a good dark comedy: How I won the War by Patrick Ryan



JACK YANG

Loves his team, but may lose his shirt betting on foos.



MORENO ZANETTI

No one knows if he's prouder of being Italian, or from COQ.

Ant's family #44
"stay sweet!"

HAGS!
Greatest year
ever!
Candice

GRAD OF 2018 RULES!
KEEP IN TOUCH. HIMMY (AO)

HAGS!
You rock, don't
ever change
- Mur

دوستدارم، من فیکو نیاید
سیاسک ایست

This company changed
my life!
EasyMarket 4 Life...
- Gok!!

HAGS

You really seem
great!
Gail Hallett

Happy!
Xmas
Birthday
wedding
EasyMarket!
Chris

I'LL NEVER
FORGET THAT 1
TIME IN MATH
WHEN WE DID THAT
THING! LOL:D XD!!

What amazing
2018
- Keith

2018
Love you
Love you

Have a great
Summer!! :)
- J Chan

Hello, this is IT.
Have you tried turning
your yearbook off and on
again?
- Willem
Taorenburgh

To our super contents
d'avezir rejoint votre super team.
You guys rock!
Have a great summer!
Amisoo

- Love
Ant's family #44

Keep up the great work
everyone! Great year
and much to look
forward to!
- Christ W.

Happy
Happy Times

M/c. Mc
Never Change!

Have a great
Summer!
Sephy x

Everyone at EasyMarket
is AWESOME!!
Wendy

Super happy
to join the team!
- Brett

LOOKING FORWARD
TO SEEING YOU AGAIN
NEXT YEAR. PARTY ALL DAY
- XTIAN

Happy Summer!
Omn Storm

Awsome Year!
Deluca

Happy Birthday!
Rich x

Wow!!
Awesome Year!!
- Ryan

I like that Team!
Easy! Let's do
good work.
Jeff

Have
A great
summer!
- R2
CEX
LLAMA!

