

# OUR CULTURE BOOK

intiveo.



# LETTER FROM OUR CEO

Dear Current & Prospective Intivonauts,

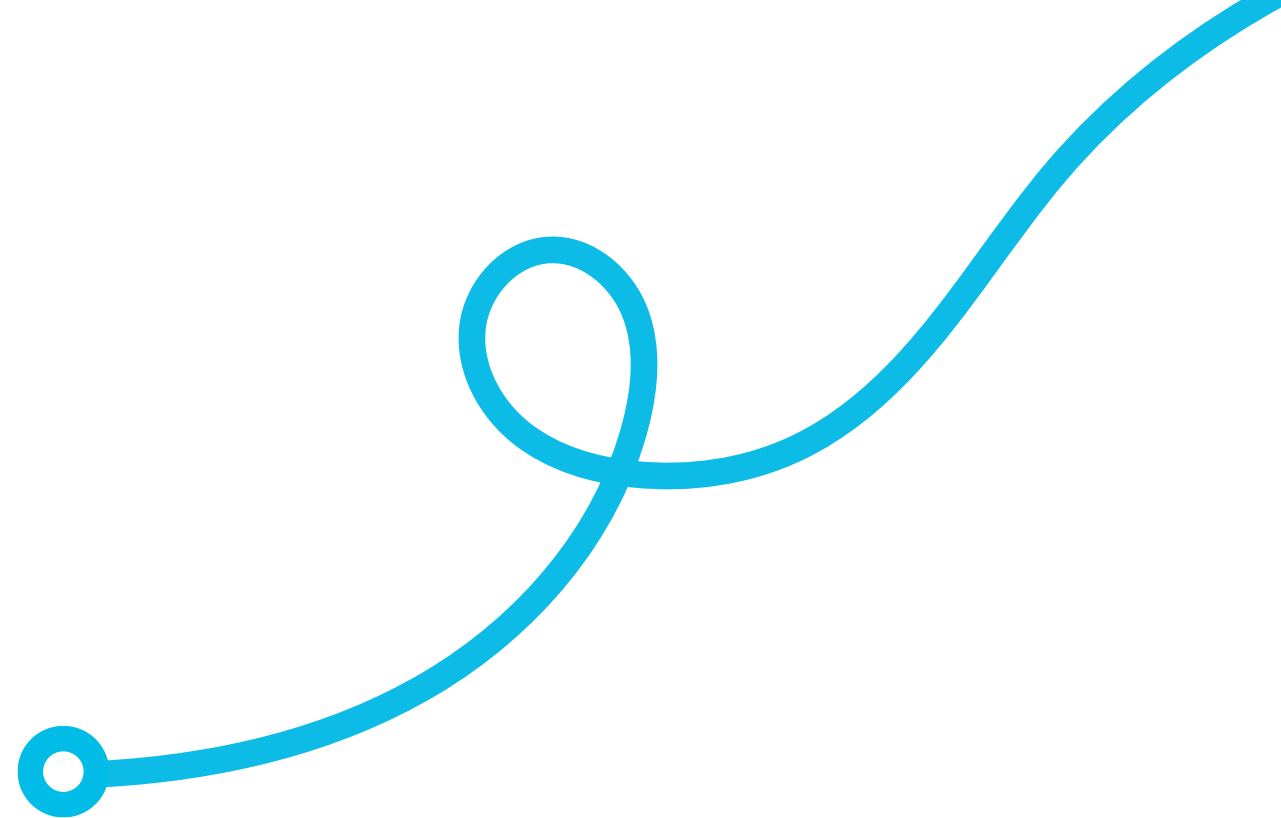
At Intiveo, our values are at the heart of who we are. We believe in authenticity, both in our product and in our team. Our commitment to collaboration is evident not just in our day-to-day teamwork as employees, but also in our work with our clients. We strive towards continuous learning, facilitating opportunities for both our team and our products to serve our clients.

At Intiveo, we prioritize the team. What this means is supporting each other. Whatever the project, it's all hands on deck to ensure our teammates feel supported in achieving their goals. Intiveo is a place you can grow, whether that's by taking on new initiatives, expanding your role, or connecting with teammates who have knowledge and experience to share.

We are incredibly proud of what our team has achieved and the partnerships we have created since the company was founded in 2010. Here's to many more years!

Cheers,

*Josh DeVries*



**intiveo.**

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# OUR VALUES

“For me, authenticity is transparency between management and employees. It’s great to feel included and that it’s important to know what’s going on in the company.”



## AUTHENTICITY

*True to who we are*

At Intiveo, we embrace the idea of being true to who we are. Not only do we want you to be who you authentically are, we aspire to create an environment where it is safe to do so.



## COLLABORATION

*Stronger as a collective*

Collaboration is at our core because we understand that many hands make light work. When we win - we win as a team.



## CONTINUOUS LEARNING

*In the business of cultivating talent*

At Intiveo, we are the thinkers, the learners, the try-ers, and the do-ers. Continuous learning is embodied by all levels, in every team. Together, we grow as individuals, nurture our teams, and lend insight to our product.



2010

Intiveo founded by Josh Devries, Nathan DeVries, Owen Ingraham, and Ryan Hogenes as a cloud-based patient communication software.

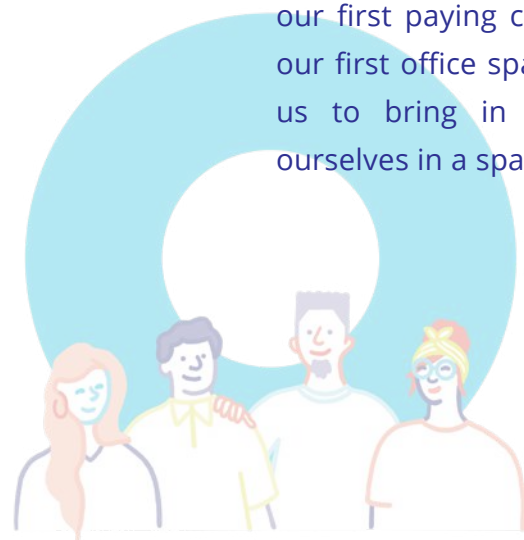
# TO INTIVEO & BEYOND

2022

We were able to start meeting again in person, with Hub events in Vancouver and Toronto in Canada, and Ceske Budejovice in Czechia.

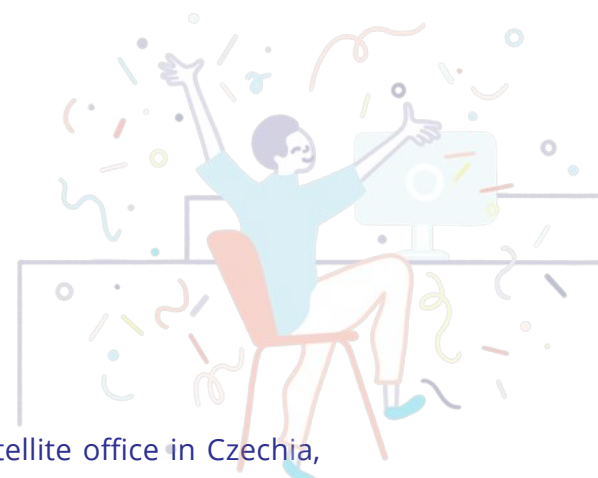
2012

Intiveo proudly released our first product to our first paying customer. We also opened our first office space in Vancouver, allowing us to bring in new talent and ground ourselves in a space.



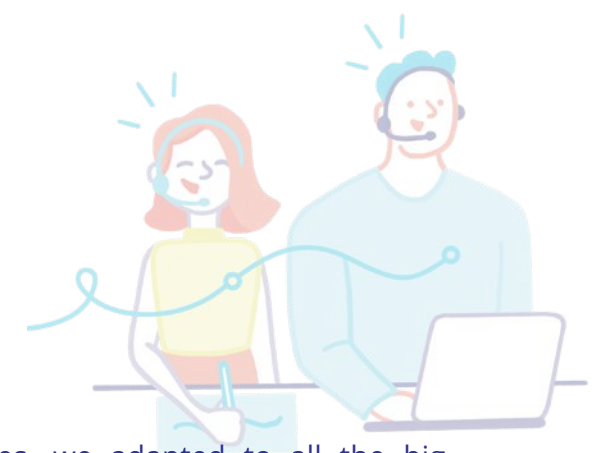
2014

We opened a satellite office in Czechia, where a branch of our Development team works to this day.



2021

This year, we made a formal, company decision to stay permanently remote. We also refocused our strategy towards being the communication specialists for healthcare professionals.



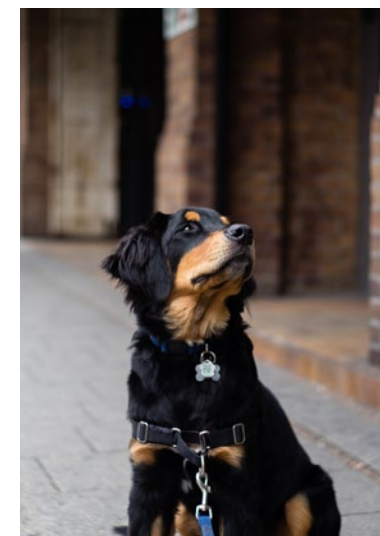
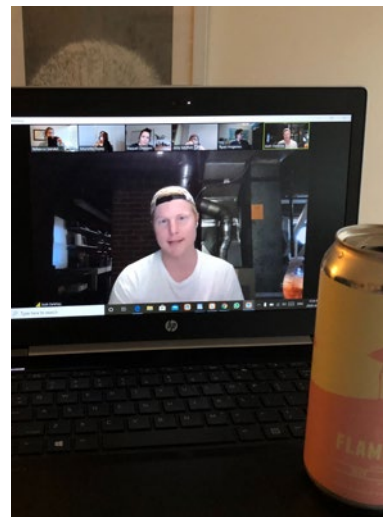
2015

We released our first commercial product. We also started having town halls with the entire company, which we continue to do monthly.

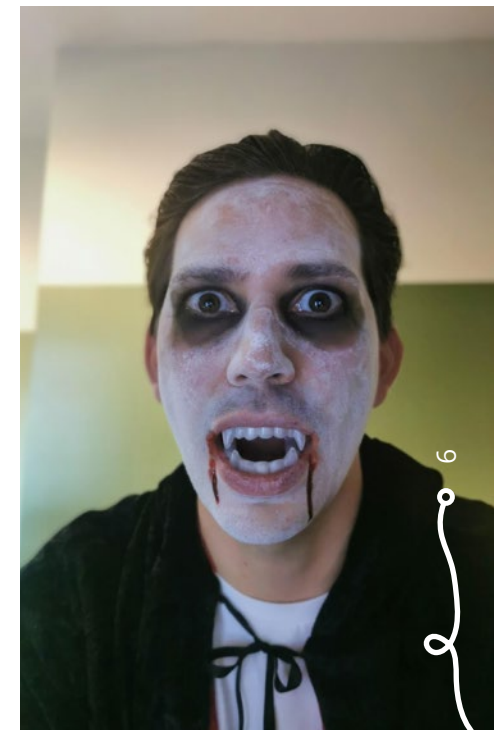
2020

Like many companies, we adapted to all the big changes that came with the COVID-19 pandemic. All our employees went remote. We also officially re-branded as Intiveo (formerly EasyMarkit), giving our company a new, re-purposed look as we moved forward.





“When we do team events we often get to peel back the professional layer and have some fun which often brings out our authentic selves.”





# DEPARTMENTS

TECHNOLOGY

SALES

MARKETING

CUSTOMER SUCCESS

FINANCE & REVENUE OPERATIONS

OPERATIONS, PEOPLE & CULTURE

“When I started I got so many Slack messages and everyone was just genuinely sooooo nice!”



# TECHNOLOGY

**DEPARTMENT LEAD:** Owen Ingraham

These are the geniuses who create our software. Our technology team is one of the biggest in the company - and one of the best in our industry! We're proud to have a team here in Canada as well as one in Ceske Budejovice, Czechia.



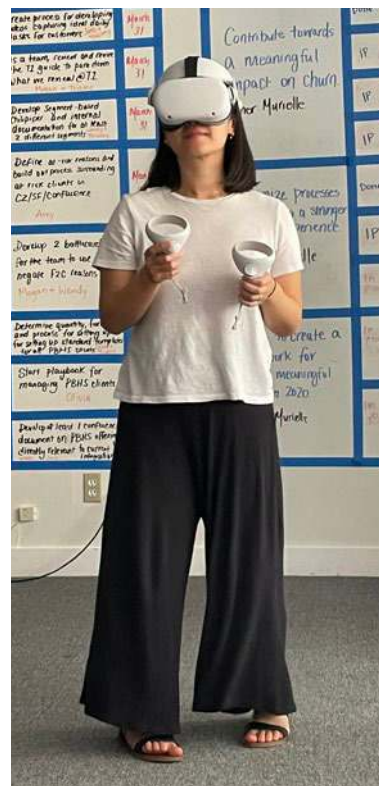
**PRODUCT:** Maureen Chiu

Our product team is responsible for managing and planning the product road map, working closely with different teams to deliver our amazing products.

**DEVELOPMENT:** Sewon Jeong

The development team works closely with Product to develop and engineer Intiveo's software for our clients.

"[Intiveo is] a fantastic product that we're all proud of. The people leading us here are chasing excellence every single day."





# TECHNOLOGY



“At TechOps, we strive for a high level of consistency and quality with the delivery of our work. Even when technical problems are not reported to us, we’re actively looking at related and unrelated issues to ensure that we’ve done everything we can for our clients and for our various teams.”



**INTEGRATION:** Mira Suk

Responsible for the maintenance and development of the Intiveo Connector Application, among many other important functions, the integration team reacts to product needs and comes up with the right solutions.

**TECHNICAL OPERATIONS:** Jack Yang

Ensuring that technical problems with the product are analyzed and assessed, the TechOps team also leads prevention initiatives to ensure Intiveo software is always running smoothly.





# SALES

**DEPARTMENT LEAD:** Paul Munro

Our AEs are in constant conversation with dental practices across Canada and the United States. This team is always looking for ways to spread the good news about Intiveo and to bring time-saving, efficient communication software to the dental community.

“For me, authenticity is to go beyond our professional roles and connect with the customer. To show them that of course we care about their satisfaction with the product, but above all about them as a person.”

**ACCOUNT MANAGEMENT:** Jack Hogan

This department helps clients succeed, by offering them product add-ons and support throughout their journey with Intiveo.

**SALES:** John Ing

The front line for bringing Intiveo to the world, our sales team works closely with prospective clients to connect them with Intiveo software.





# MARKETING

**DEPARTMENT LEAD:** Emily Genge

Bringing together the different disciplines of design, content creation, social media, and SEO savvy, the marketing team presents Intiveo to the world. We collaborate on developing the right strategy to bring in sales leads and maintain Intiveo's reputation as a leader in our field.



"I love working at Intiveo because of the great opportunities and great people."







# CUSTOMER SUCCESS

**DEPARTMENT LEAD:** Richard Sharp

This team uses their charm and product knowledge to liaise with our customers. There’s no problem they can’t solve, and our customers love them for it. Right from the first day of their Intiveo contract, our clients know that the team is there to help them make the most of Intiveo’s features.



**ENABLEMENT:** Nick Sartore

This team on-boards our customers and liaises with them to ensure a positive, user-friendly experience of Intiveo’s product.

**CUSTOMER EXPERIENCE / ENTERPRISE:** Megan Dawes

This team provides outstanding support to Intiveo’s new and existing clients. Some of our agents work directly with enterprise and academic clients, supporting them in their unique needs.

“The work at Intiveo 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!”



# FINANCE & REVENUE OPERATIONS

**DEPARTMENT LEAD:** Bianca Cowan

The ones that keep the whole machine running, with their expert skills in people, tech, and accounting. This multifaceted team is truly the heart of our company, where the magic happens!



**FINANCE:** Jafar Salimi

From planning out our financial trajectory to accounting wizardry, this team is where the money magic happens!

**REVOPS:** Allyza Gutlay

Our RevOps team is the technical side of revenue, keeping Salesforce and Hubspot up to snuff and running smoothly!



"We get things done... in a casual, relaxed, and fun environment."





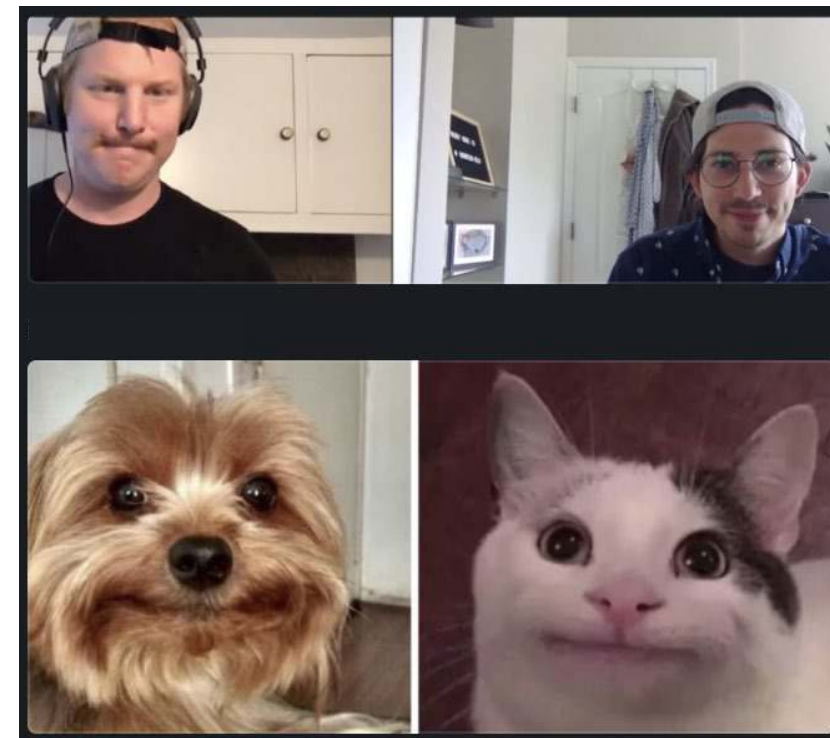
# OPERATIONS, PEOPLE & CULTURE

**DEPARTMENT LEAD:** Richard Sharp

We oversee the recruitment and development of our employees, as well as protecting their interests and navigating them through their rights and benefits. We've got your back!

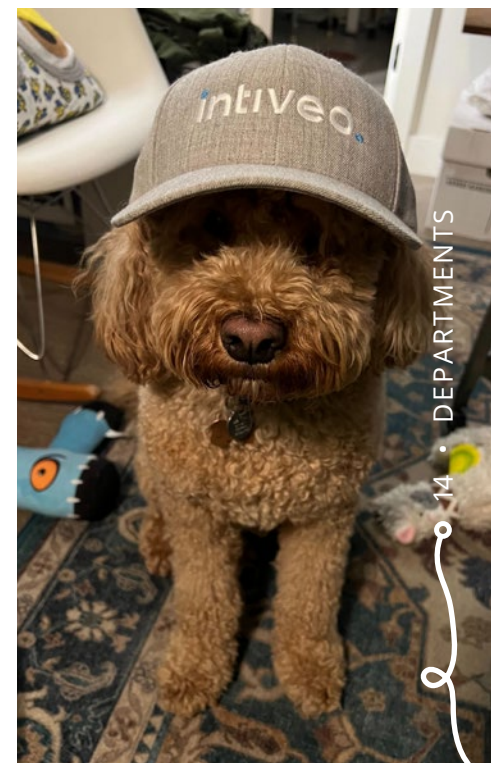


“Every Intivonaut on our team is incredible - that is not an understatement. The people here are what make us the great company we are and I am so proud to be a part of it.”



**PEOPLE & CULTURE:** Ryan Hogenes

People & Culture supports the team at Intiveo, through solid human resources support and a multiplicity of activities including company events, the Diversity & Inclusion committee, and more to ensure the culture and values of the company are upheld.





# OUR BENEFITS

At Intiveo, we know that a solid benefits package is part of what makes a company great. That's why we partnered with Canada Life! Not only do we offer a comprehensive benefit package, but we also go a step further. Our benefits are part of an ongoing conversation with our employees that includes getting feedback and listening to their needs.



## RECHARGE TIME

- Generous vacation time
- Birthdays off (come on, who wants to work on their birthday?)
- Volunteer day (because giving back is important)
- Maternity Leave top-up
- Wellness Days



## INVEST IN YOU

- Wellness Fund
- Education Fund
- RRSP matching



## TEAM WORK MAKES THE DREAM WORK

- Online & in-person events
- Annual retreat
- Flexible work hours

“I think providing Wellness Days is a really profound way that a company can be authentic. It allows employees to show up as their authentic selves.”



# STAYING CONNECTED AS A TEAM

## JUST A FEW OF OUR SLACK CHANNELS

### **PETS OF INTIVEO**

See our Chief Happiness Officer, Doug, as well as other pets of Intiveo including Nutmeg the Corgi and Pesto the Goldendoodle.

### **KUDOS**

Where we can give each other shout-outs on a job well done, a well-executed project, or other work achievements.

### **RANDOM**

Our grab bag channel! The place where you can ask quick un-work-related questions, say thank you for Secret Santa presents and Candygrams, or just tell us about the great lunch you had.

### **WOMEN OF INTIVEO**

A place to celebrate and discuss being a woman in the corporate world!

As many companies did during the COVID-19 pandemic, Intiveo's staff went remote and have stayed that way. But, this doesn't mean that we aren't connected!

Utilizing remote face-time and our Slack channels, we have a vibrant work culture that includes many different activities. Whether it's a Hallowe'en costume contest or Christmas trivia, we're keeping engaged as a team.

"Book Club! In my experience, it's a great time to showcase our authentic selves and be heard and appreciated for every person's thoughts and ideas on certain topics, situations or experiences."





## GIVING BACK

Part of our commitment to the community is finding ways to give back. As part of our benefits package, we offer our employees one paid day to volunteer for the non-profit or charity of their choice. As a company, we routinely fundraise for causes that our employees vote on. A recent fundraising initiative included employees donating money in the name of their SLT member of choice - with the SLT members raising the most money avoiding the cold depths of English Bay for a polar bear swim! Two of our founders, brothers CEO Josh DeVries and CCO Nathan DeVries, took the icy dip in December of 2021.

## DONUT BE SHY

This Slack channel is a key part of helping Intivonauts connect! Members of the donut\_be\_shy Slack channel are randomly paired up with another Intivonaut every two weeks for virtual coffee, allowing them to connect with peers and create stronger connections between different departments.



## INTIVEO WINTER FUNDRAISER 2021

### C-suite takes to the Sea!

Josh, Nate, Owen, and Richard are campaigning for donations for charity! The bottom two fundraisers will do the Polar Bear Swim!

**Fundraising will be November 29<sup>th</sup> - December 10<sup>th</sup>.**  
**The challenge will be on December 11<sup>th</sup>!**



## DIVERSITY & INCLUSION COMMITTEE

This employee-led initiative is a team committed to making sure all employees, no matter their background and identity, feel comfortable, welcome, and respected working at Intiveo. Meeting semi-monthly, they plan events and activities that help team members learn more about the experiences of others and how to be more considerate, inclusive coworkers. Some of their recurring events include company-wide talks from guest speakers on issues of diversity, equity, and inclusion; a diversity book club that alternates between fiction and non-fiction books; and semi-annual trivia nights, whose proceeds go to local charities that support equity-seeking groups.



# INTIVE-O WEEK

Once a year, Intivonauts from all over Canada and Czechia will get together for an event we like to call “Intive-O Week”, or “O-Week” for short. During this special time, we like to focus on team-building activities, fostering new friendships and eating delicious food!

“Intive-O Week was a blast, we had lots of valuable conversations, and it was great to get to meet so many teammates in person. Thank you for all the food and drinks, for the time to plan and learn together, and for the help with travel and accommodations. It was all much appreciated!”



## NEW FRIENDS AND COMPANY VALUES

Authenticity, Collaboration, and Continuous learning are the core values that influence the way we do our work at Intiveo. We love encouraging team members to bring their authentic selves and live joyously! After all, it wouldn't be an Intiveo event without a little bit (and by little, we mean a lot) of fun.

### HERE ARE SOME OF THE ACTIVITIES WE DID THIS YEAR:

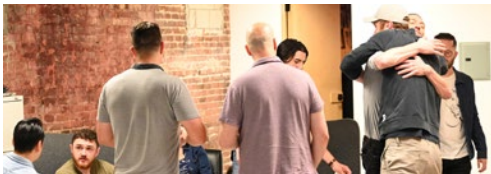
- Workshops led by company leaders focused on continuous learning and collaboration
- Pizza and movie night
- Hot dogs at the park? Yes, please. But if that isn't your thing, we had vegan options too!
- A collaborative city-wide scavenger hunt
- Pitch and putt
- Group lunches and dinners at some of Vancouver's best restaurants



# LASTING MEMORIES

While working remotely is awesome, it's even better when we get to take a break from the screens and hang out with friends. And more than that, it was a reminder - to us all - that Intiveo is built on team effort!

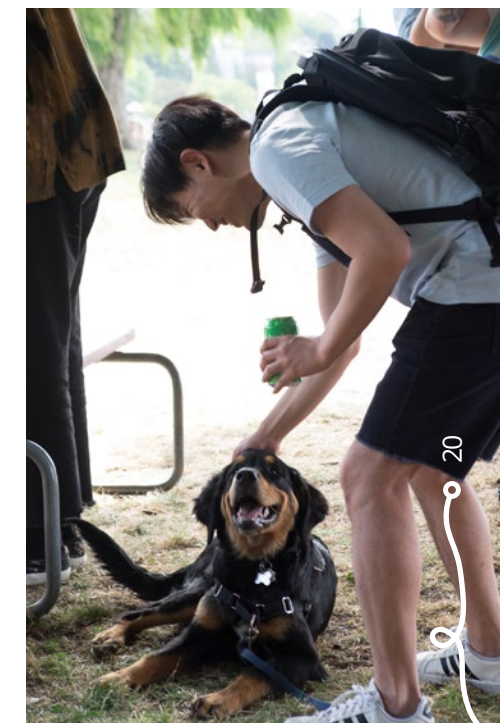
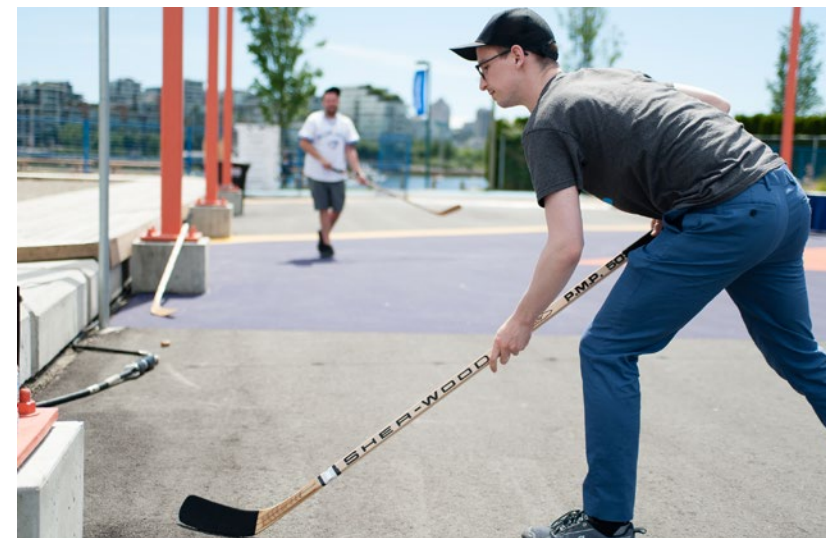
## TO INTIVEO AND BEYOND!







“We’re showing our authenticity when everyone at the company fights it out to see who can get the most donations for their favorite charities.”





# THE INTIVONAUT JOURNEY

At Intiveo, we celebrate your growth. Whether you are only with us for a short while or you stay with the company for many years, what we offer our team are opportunities for challenge and skill-building. We're invested in your journey.

Many members of our team have moved through the company, taking on different roles that have allowed them to fill their potential.

Let's meet a few!



**EMILY GENGE**  
MARKETING MANAGER

Emily originally started at Intiveo in 2020 as a Digital Marketing Specialist. She then quickly moved to Digital Marketing Lead when her role expanded to encompass more responsibilities like campaign management. Within this role she was able to implement a successful demand generation program that drives consistent results from multiple channels. In 2021, when the last marketing director moved on to another company, Emily stepped up to fill that gap and is now our dynamic Marketing Manager!

*"At my last company everyone was very specialized and stayed in their own lane. Coming to Intiveo, it's all hands on deck! This is incredibly exciting because it means there's so much opportunity to learn and grow your career."*



**SEWON JEONG**  
SOFTWARE DEVELOPER TEAM LEAD

Sewon has had an epic 10-year journey with Intiveo! He began as a Junior PHP Developer and then onwards to a Front End PHP Developer. He then quickly moved up to Front End Team Lead and then Software Developer Team Lead. In this capacity, he was instrumental in Intiveo's re-branding project in 2020 - a huge project for the engineering team!

*"The leadership recognizes your efforts and hard work. All the hard work I did was recognized by the others... Everyone is friends - more than just co-workers!"*



**RICHARD STERNDALE-BENNETT**  
PRODUCT OWNER

Richard began his Intiveo journey in 2016 as a Support Representative. At the time, this was an aggregate role involving general support, troubleshooting, and client on-boarding. After moving into a pilot role in customer success for trial clients, he went from being a team of one to Enablement Team Lead in 2018 and grew the team in tandem with Intiveo's growing client base. After briefly covering as Manager of Enablement, Richard became a Product Owner in 2021, incorporating his experience working directly with customers to help guide the creation and enhancement of Intiveo's features.

*"When people ask me why I like working here, my answer is always the people. You definitely get the sense that everyone understands you have a life outside of work. My experience has been that my colleagues have a genuine interest in everyone's well-being."*



**MAUREEN CHIU**  
DIRECTOR OF PRODUCT

Maureen began as a Product Owner in 2019, focused on delivery and working closely with the development team. Her first project was on-boarding for Intiveo clients. In 2020, she moved into the Project Manager role, which allowed her to not only deliver product but also work with different teams to define the product road map. In 2021, Maureen became Director of Product, utilizing her experience with Intiveo's product to help develop strategy and fit for the future.

*"The thing that drew me to Intiveo is how collaborative Intiveo is, from top to bottom. We're very delivery focused and that attracts other delivery-focused people. We want to walk the talk and really build something... No matter what level you're at, if you have an idea, you will be heard."*



# EMOJI 101 WITH PROFESSOR PAUL

Another way we at Intiveo stay connected is through our vast library of emojis. From our custom dancing cat to Richard Sharp (COO) as a polar bear, we strive to have every emoji available for every mood. After all, has a message truly been read if it doesn't have at least 5 animated emoji responses?

We are very lucky at Intiveo to even have our very own emoji expert, Professor Paul (Munro, VP of Sales).

Ever need help adding a new custom emoji to slack? Paul is your guy!

## CHECK OUT A FEW OF OUR SLACK FAVORITES



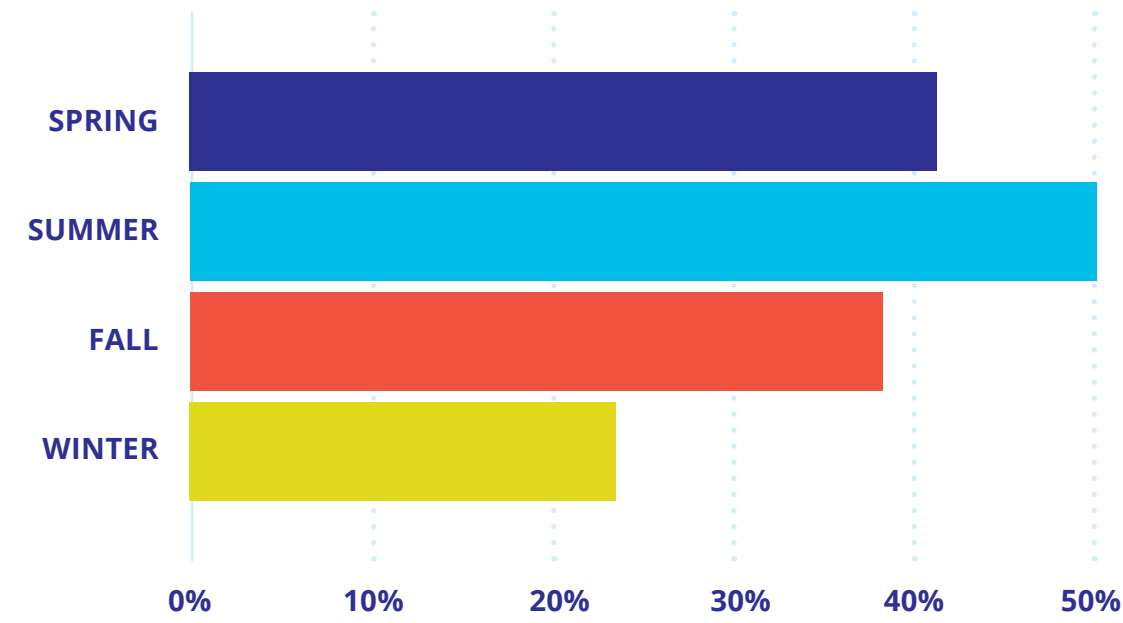
## CUSTOM FAVOURITES



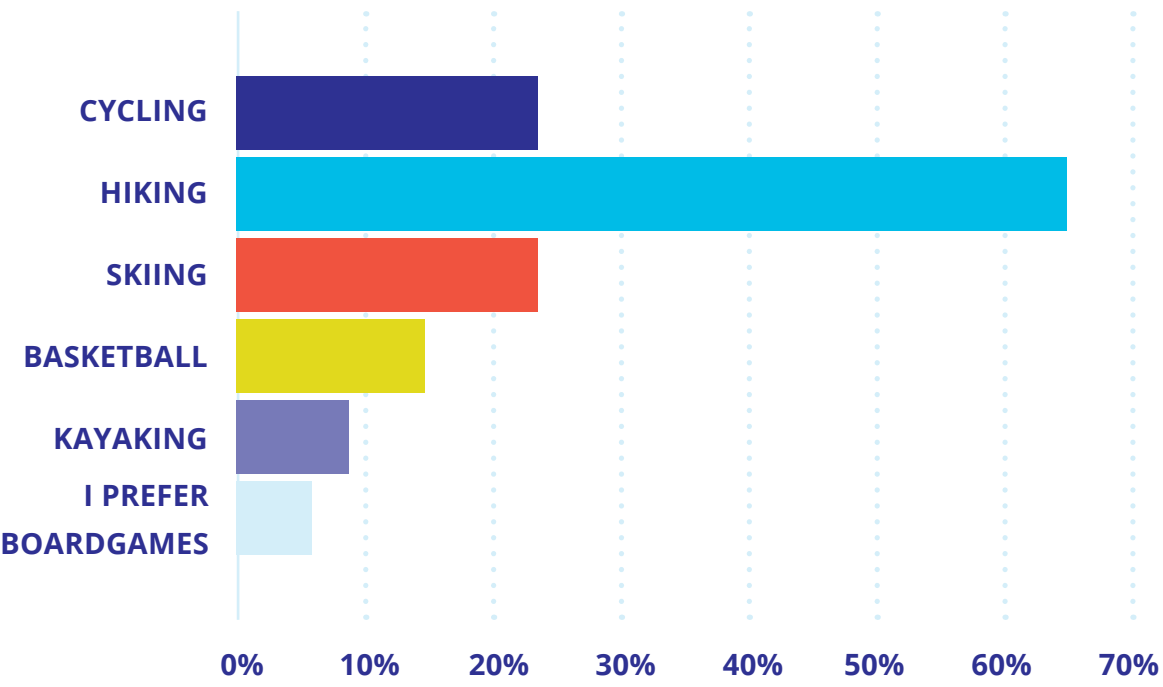


# INTIVEO: BY THE NUMBERS

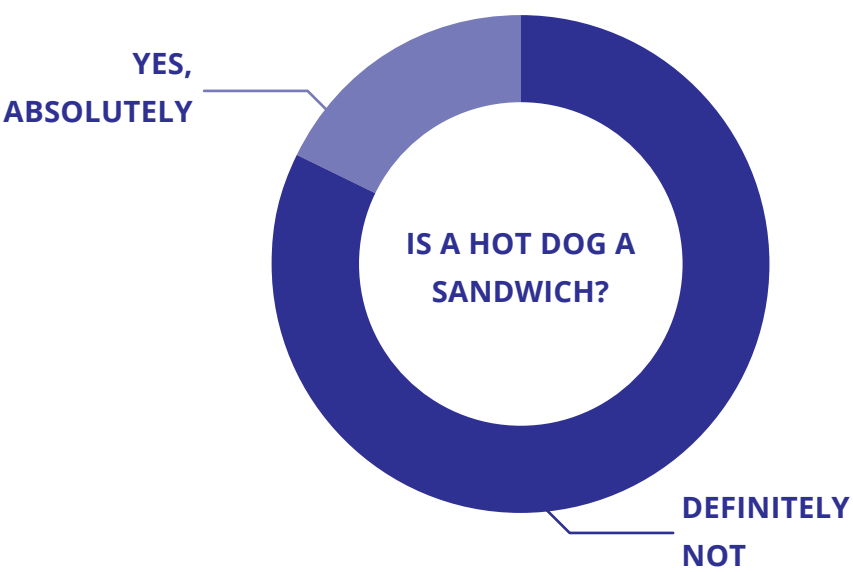
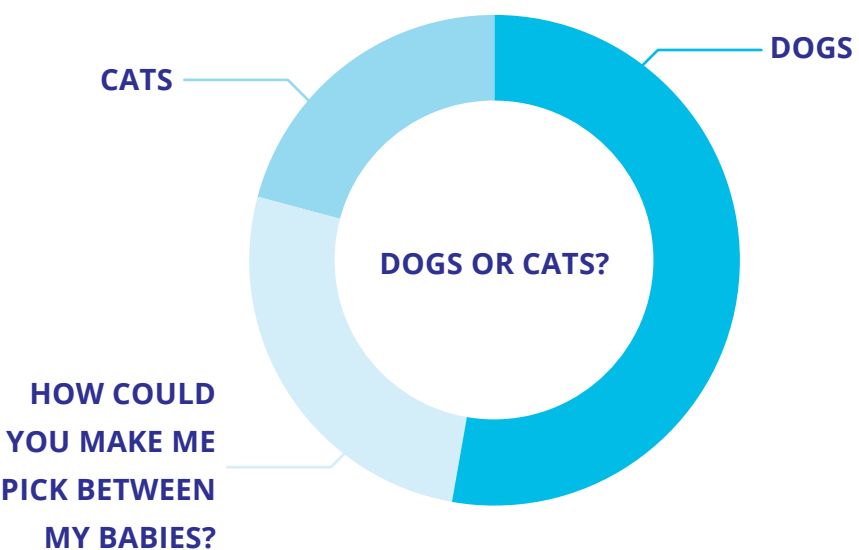
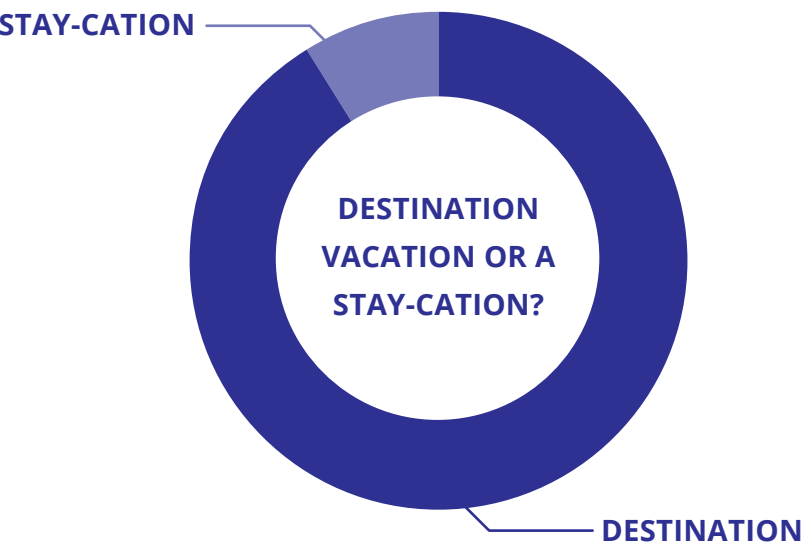
## WHAT ARE THE INTIVONAUTS FAVOURITE SEASONS?



## WHAT ARE THE INTIVONAUTS FAVOURITE OUTDOOR ACTIVITIES?



## POLL RESULTS





# WHAT INTIVONAUTS HAVE TO SAY

We took a survey to see what our employees are eating, drinking, watching, and enjoying these days. What we discovered is that our tastes are pretty varied. Check it out!



## INTIVEO GO-TO'S

**TV SHOW:** Ozark

**SPECIAL MENTION:** Bollywood web series, The Mandalorian, RuPaul's Drag Race, Great British Bake Off

**WORK JAM:** Imagine Dragons - Believer

**SPECIAL MENTION:** Dua Lipa & Elton John - Cold Heart, Lizzo - Tempo, Stormzy - Shut Up

**HOW WE'VE KEPT LEARNING:** LinkedIn Learning

**SPECIAL MENTION:** CPA professional development courses, woodworking courses, joining a book club, baking

**WORK DRINK OF CHOICE:** Coffee (duh!)

**SPECIAL MENTION:** Good old-fashioned still water, bubbly water, more coffee, black tea, ginger tea, and yet more coffee



## STUFF INTIVONAUTS LOVE:

**FAVOURITE TEAM TO COLLABORATE WITH:**

Product Team (part of our Technology department)

**JUST A FEW OF OUR KARAOKE ANTHEMS:**

Red Hot Chili Peppers - Around the World

Jay-Z feat. Rihanna - Umbrella

Queen - Don't Stop Me Now

Ed Sheeran - Collide

"No karaoke for me! Stage fright is real."

**SOME OF OUR FAVOURITE SNACKS:**

All kinds of chips - with or without dip

Popcorn - caramel or old fashioned

Cake!

**YUMMY LUNCHES:**

At Intiveo, we love leftovers!

Ramen

Fried chicken from Major Joy's

Sushi

**AND WHEN WORK IS DONE, WHAT CAN YOU FIND INTIVONAUTS DOING?**

Running

Cycling

Reading

Playing hockey

Playing with the kids

Or just... relaxing!



# THE intiveo. TEAM

