

# OUR CULTURE BOOK

intiveo.



# LETTER FROM OUR CEO

Dear Current & Prospective Intivonauts,

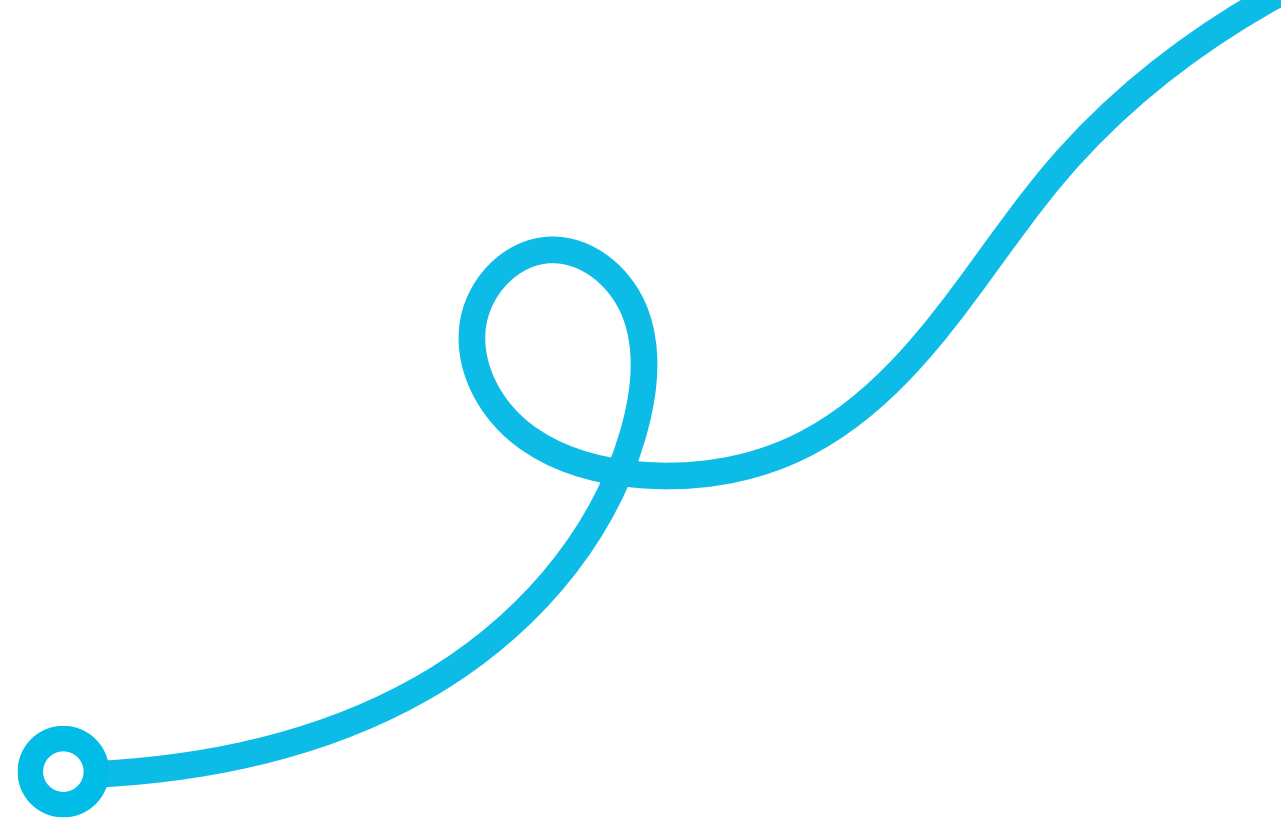
At Intiveo, our values are at the heart of who we are. We believe in authenticity, both in our product and in our team. Our commitment to collaboration is evident not just in our day-to-day teamwork as employees, but also in our work with our clients. We strive towards continuous learning, facilitating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

*In the business of cultivating talent*

At Intiveo, we are the thinkers, the learners, the try-ers and the do-ers. Continuous development 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

2023

We achieved a key milestone of \$10 million in ARR - something that only 0.4% of start-ups achieve.

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.

2015

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

2022

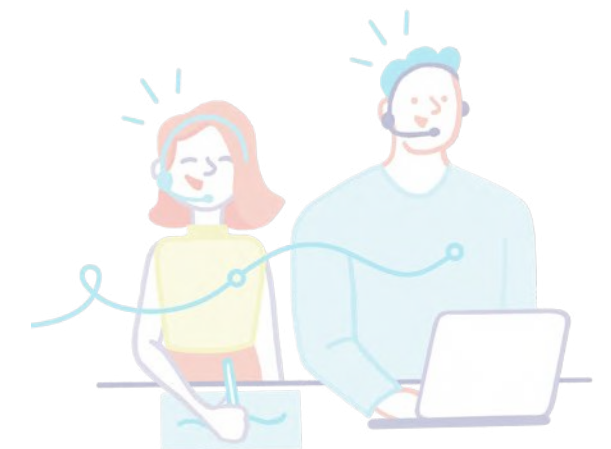
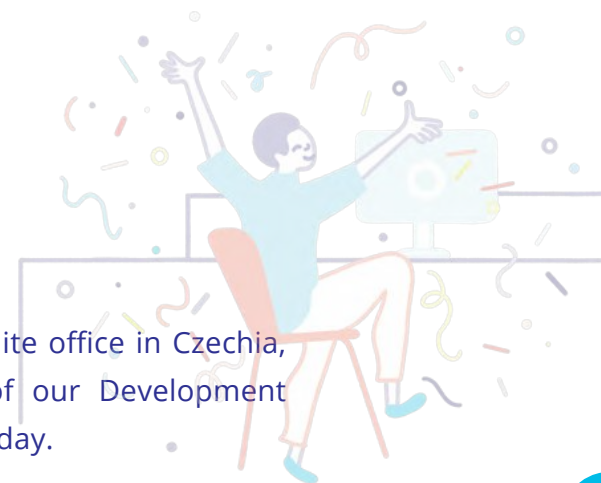
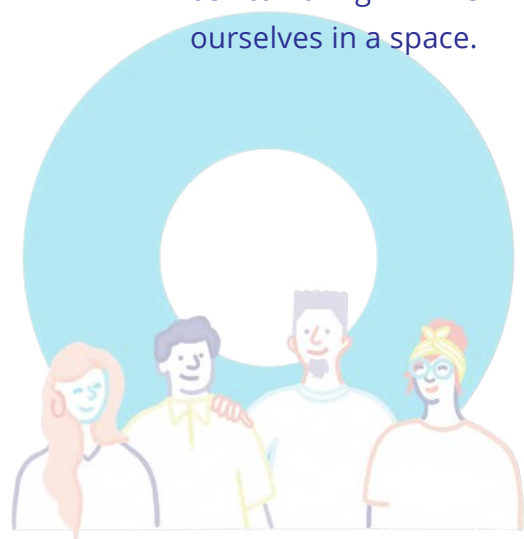
We were able to start meeting again in person, with Hub events in Vancouver and Toronto in Canada, and Ceske Budejovice in Czechia.

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.

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 & REVOPS

CUSTOMER SUCCESS

FINANCE

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.



**ENGINEERING:** 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.

**PRODUCT:** Gerry Tung

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

“[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.”



## **DEVELOPMENT:** Luis Jersak

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

## **INTEGRATIONS:** 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.





# SALES

**DEPARTMENT LEAD:** John Ing

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.”



**SALES:** Devin Scott, Eric Wong

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





# MARKETING & REVOPS

**DEPARTMENT LEAD:** Jennifer Zapp

Our team brings together different revenue-focused disciplines to showcase Intiveo to the world and drive revenue. We collaborate on developing the right strategy to bring in qualified pipeline and maintain Intiveo's reputation as a market leader in patient experience. On the RevOps side, we keep Sales, Marketing, CX, and Finance in alignment, to drive growth through operational efficiency.

**DEMAND GENERATION:** Emily Genge

Creating awareness and capturing demand for Intiveo is the name of our game! We maximize marketing strategies and execute campaigns to bring in new pipeline, and, ultimately, revenue.

**PRODUCT MARKETING:** Marilyn Yeo

From marketing research and positioning to product launches and enablement, product marketing focuses on the best way to spread knowledge of Intiveo's software.

**REVOPS:** Adam LeClair

Our RevOps team is at the core of revenue, keeping our systems and operations running smoothly! They streamline our data and processes to keep the revenue wheel moving efficiently, while surfacing insights to inform future strategy.



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



# CUSTOMER EXPERIENCE

## DEPARTMENT LEAD: Ryan Dalton

Understanding our customers is at the heart of our business strategy, and we continuously strive to gain deep insights into their business problem, the impact of those problems, pain points associated and the needs and outcomes desired. By understanding our customers on a profound level, we can tailor our innovation, services, and experiences to meet and exceed their expectations, ultimately driving business outcomes for our customers.

The team is world class in our ability to maintain a collaborative spirit, seamlessly working with other departments to tackle complex problems from all angles. We have a commitment to continuous learning which allows us to maintain this customer-centric approach.



"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!"

## ONBOARDING: Nick Sartore

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

## CUSTOMER SUCCESS: Raquel Dreesen

This team works with our academic and enterprise clients, aligning our customers' business goals to ensure a positive ROI for their organization. Our Account Managers fill our customers in on new features they could consider adding, while Cx Ops makes sure all technical aspects remain up to snuff.

## SUPPORT: Olivier Dussault

The Support team provides outstanding support to Intiveo's new and existing clients, ensuring that they get their issues resolved in a timely manner.





# FINANCE

**DEPARTMENT LEAD:** Jafar Salimi

The ones that keep the whole machine running, with their expert skills in numbers and accounting. This multifaceted team is truly the heart of our company. From planning out our financial trajectory to accounting wizardry, this team is where the money magic happens!



“(ac)Counting our way to success, one bean at a time.”





# 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 overstatement. 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

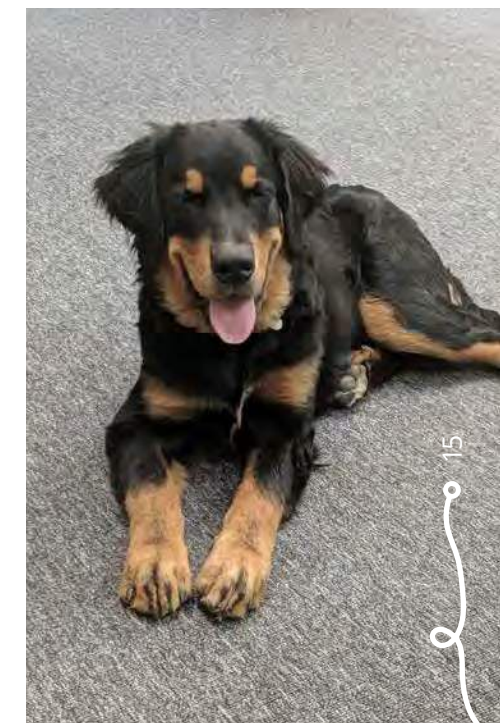
People & Culture supports the team at Intiveo, through solid human resources support and a multiplicity of activities including company events, the Diversity & Inclusion committee, and more to ensure the culture and values of the company are upheld.







“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.”





# 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
- ESOP (Employee Stock Ownership Plan)



## 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 Development 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:

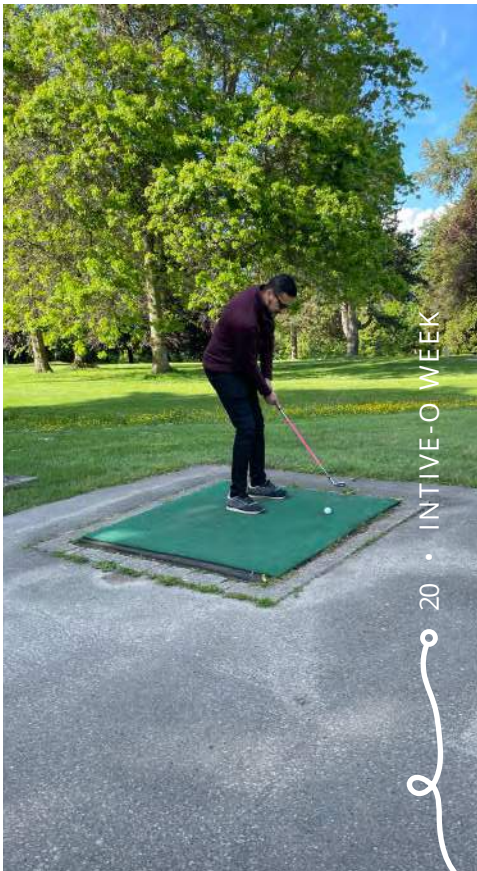
- Workshops led by company leaders focused on collaboration and planning for Intiveo's future
- Return of pizza and movie night
- Hot dogs (and veggie options!) at the beach
- A collaborative relay in the hot sand
- Bespoke cocktails at the Intiveo Bar
- Group lunches and dinners at some of Vancouver's 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!





# 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!



**JAFAR SALIMI**  
CONTROLLER

Jafar began his Intiveo journey back in 2019 as a Senior Accountant. He focused on daily financial transactions, assisting with monthly financial statements, and working on the annual audit. Being part of a growing company, Jafar was able to work on many different tasks and projects, which greatly assisted in the development of his career. Then in 2021 he was promoted to Controller! Now he is more involved in all the day-to-day financial operations including upgrading our financial systems and creating more useful financial reports for upper management.

*"Coming to a smaller company in its early stages allowed me to get experience with all aspects of financial reporting and running the business side of things. I was also able to develop as a manager and learn how to lead a team. That kind of career growth isn't available at a lot of other companies."*



**RAQUEL DREESEN**  
SENIOR MANAGER, CUSTOMER EXPERIENCE AND CX OPS

After working in customer support at several different companies, what attracted Raquel to Intiveo was the opportunity to learn from Cx leadership. Starting out as an Enterprise (now CSM) Team Lead, she moved on to Manager of Customer Success, before going on mat leave. After her return, she was promoted to Senior Manager of Customer Experience and Cx Ops. Raquel contributes a lot to the team, having managed CSMs, Cx Ops, and Account Managers - truly getting a sense of everything our amazing customer team has to contribute. She is especially proud of helping to refine the collaboration between Product and Cx for Intiveo's product release process.

*"We're at a stage where I feel I can make an impact. I have a lot of product and company knowledge that I feel serves me very well. I feel very valued here. I feel valued, respected, and needed here."*



**JACK YANG**  
ENGINEERING MANAGER

Jack has been with Intiveo long enough that he found their job posting on Craigslist! Needless to say, a lot has changed since then. Starting out as a Tech Support Engineer, Jack was with the team when it became Tech Ops, moving into the role of Tech Ops Team Lead, and then, Engineering Manager. As part of a highly collaborative team, he is most proud of helping the Integrations Dev Team with the Zone API Project that handles all the data syncing between patient management software and Intiveo.

*"One of the things that keeps me motivated at Intiveo is the senior leadership team, and the leadership around the company. They all bring something very different to the table. They challenge us forward, but they do it in a way that is positive, empowering, and impactful."*



# THE INTIVONAUT JOURNEY



**DEVIN SCOTT**  
SALES TEAM LEAD, EAST COAST

What brought Devin to Intiveo is our mission to make patients' lives better. After working in both educational technology and payment technology, Intiveo offered Devin an opportunity to work with a helping hand software, in an industry that hadn't experienced that kind of software. Starting as an account executive, Devin quickly made his way up to being Team Lead. Participating in Sales' long-term project to revolutionize its internal processes, and training new hires, are among his most fulfilling moments at Intiveo.

*"I really enjoy that there is transparency here at Intiveo from top-to-bottom. It really feels like we are all one big team here trying to achieve one common goal."*



**JEN ZAPP**  
VP OF REVENUE, MARKETING

Jen has worked in marketing for SAAS companies her whole career - but after lots of rewarding experience with large global companies, a shift to mid-size startups and scale-ups eventually led her to Intiveo. Jen was originally hired as a Senior Director of Marketing to improve Intiveo's lead volume, a goal which she met in the first quarter. She then took on Revenue Operations, utilizing her extensive experience in this area, and before she had completed a year at the company, was promoted to VP of Revenue and Marketing. The project she has been most proud of so far is overseeing the implementation of the operational foundation across the buyer's journey, tracking the lead life-cycle throughout all of the lead and opportunity stages.

*"I like that we're having a positive impact on the world. The business challenge of improving the patient experience is really important, and I think we have the opportunity to achieve something groundbreaking for the world."*



**PAYAL PATEL**  
LARAVEL DEVELOPER, SCRUM MASTER

Payal was a long-time PHP Backend Developer before finding a place at Intiveo after coming back from maternity leave. Payal started out at Intiveo as a Backend Developer, but after showing initiative and an interest in project management, became a Scrum Master, managing sprint planning and review among many other tasks. One project she is proud of is Intiveo's Chat Upgrade, which, as a real-time application, required the Development team to learn a new programming language, React.

*"This is a very welcoming team. This is my first job after having my kid, so I was very nervous but today I can proudly say that I am successful in this role because of the supportive team. Everyone is so helpful. We always mentor each other."*

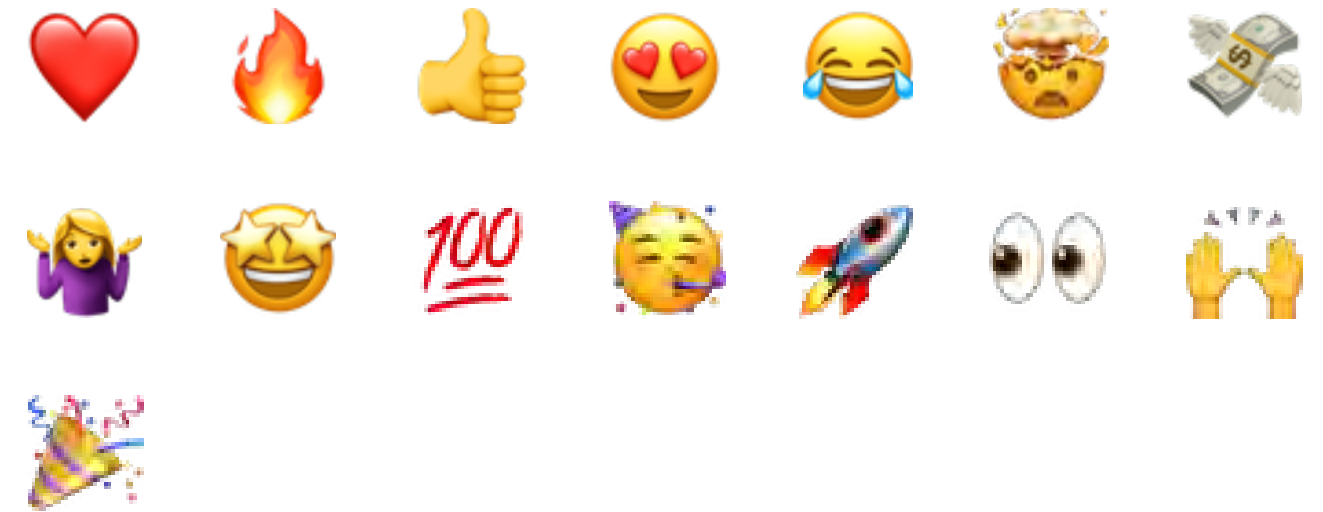


# EMOJI 101

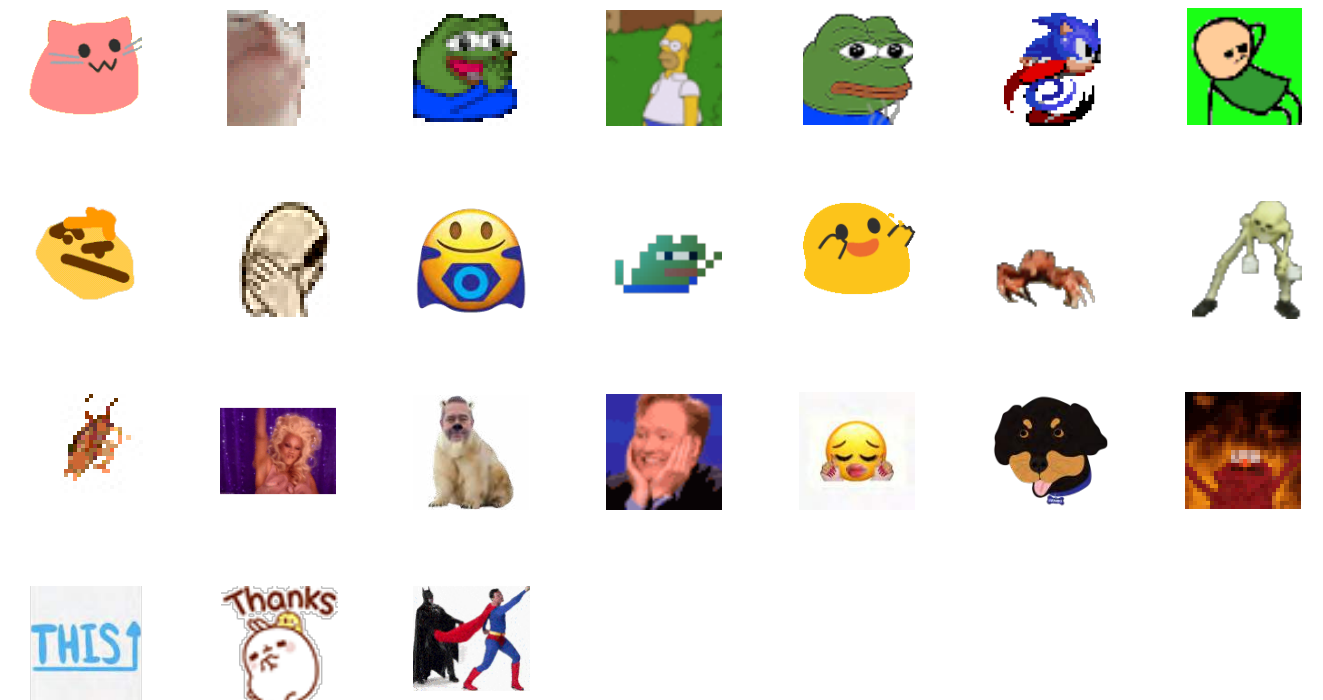
Another way we at Intiveo stay connected is through our vast library of emojis. From our custom dancing cat to Richard Sharp (COO) as a polar bear, we strive to have every emoji available for every mood. After all, has a message truly been read if it doesn't have at least 5 animated emoji responses?

At Intiveo, we all have the opportunity to become emoji experts, as each of us adds a new custom emoji to keep up with all the wins we have to celebrate!

## CHECK OUT A FEW OF OUR SLACK FAVORITES



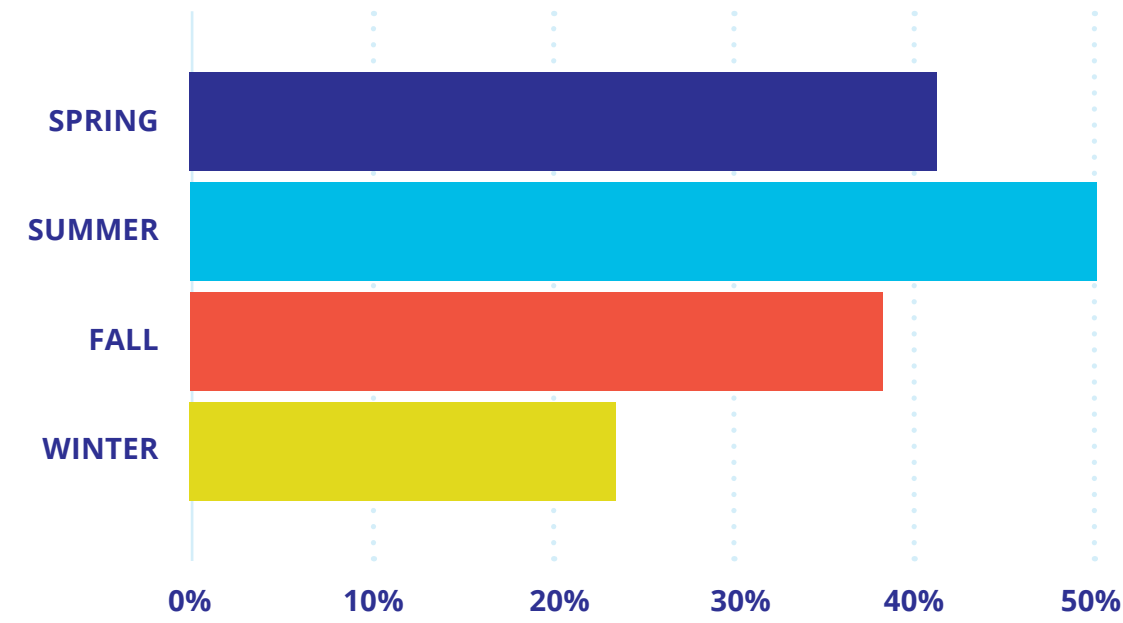
## CUSTOM FAVOURITES



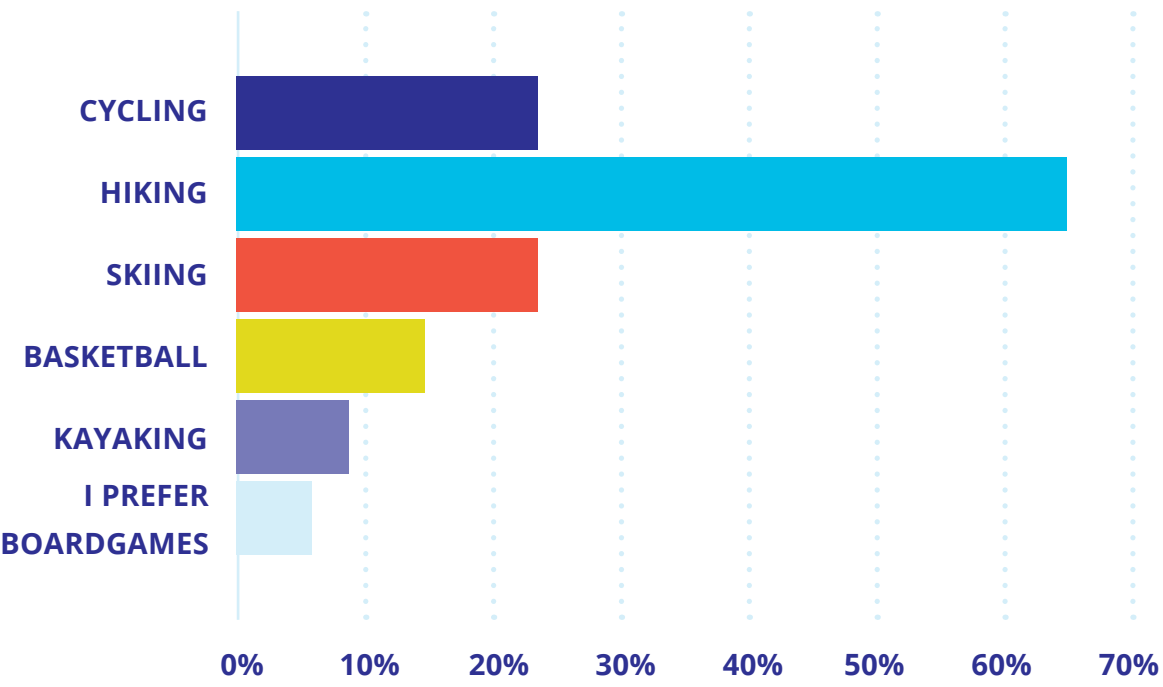


# INTIVEO: BY THE NUMBERS

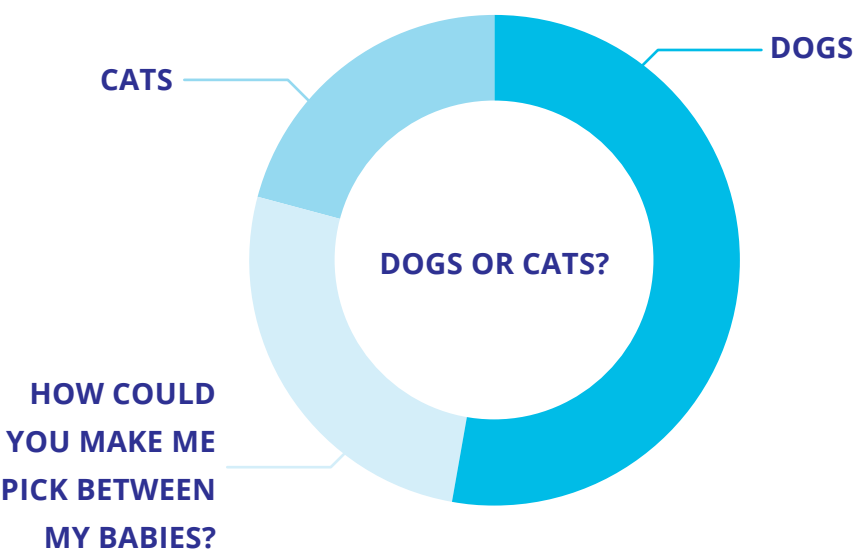
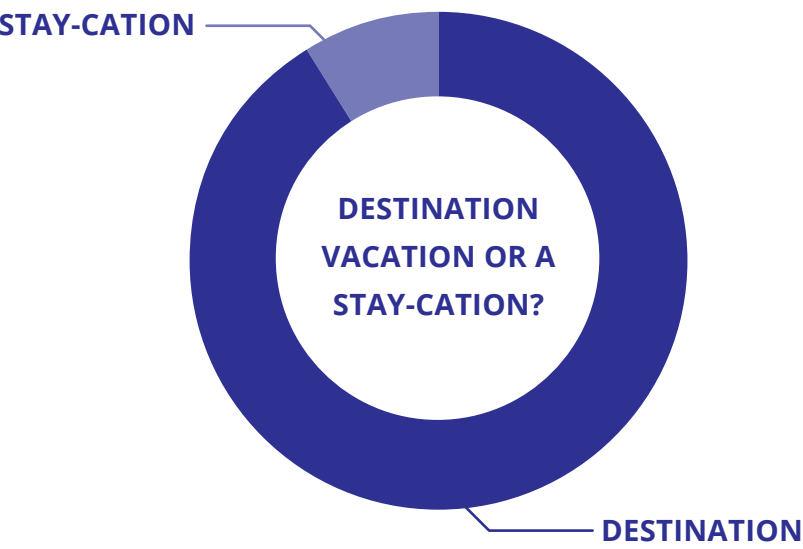
## WHAT ARE THE INTIVONAUTS FAVOURITE SEASONS?



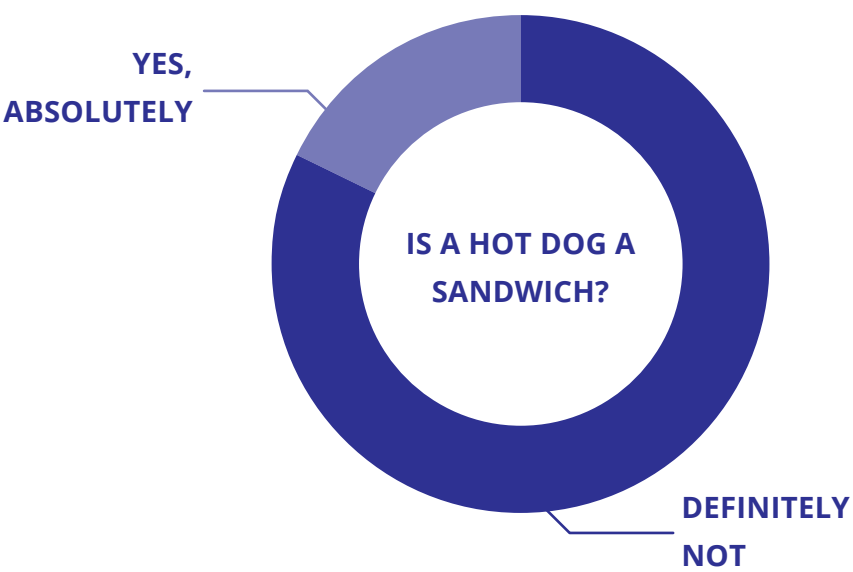
## WHAT ARE THE INTIVONAUTS FAVOURITE OUTDOOR ACTIVITIES?



## POLL RESULTS



HOW COULD YOU MAKE ME PICK BETWEEN MY BABIES?





# 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!



intiveo.

Where Everyone Has Value