

intiveo.

Our Culture Book



A letter from our CEO

As Intiveo enters its fifteenth year of business, it's important to take a moment and reflect on everything we've learned, celebrate what we've accomplished, and embrace the exciting journey ahead. The most rewarding lesson I learned in our early years was to always go long on Intivonauts who believe in our vision and are committed to our values. We believe that each Intivonaut has to embrace stewardship over their roles and to take responsibility for their contributions in achieving team-wide success. This means that when necessary we are collaborators with others on our team and most importantly, across departments. We believe that many hands make light work and when we work with a diverse set of views and perspectives, we achieve a better result. Finally, each of us is committed to continuous development of our ability, with the belief that getting it right is more important than being right. We also believe that it's on us to consciously improve our skills toward growing our contributions and progressing in our careers.

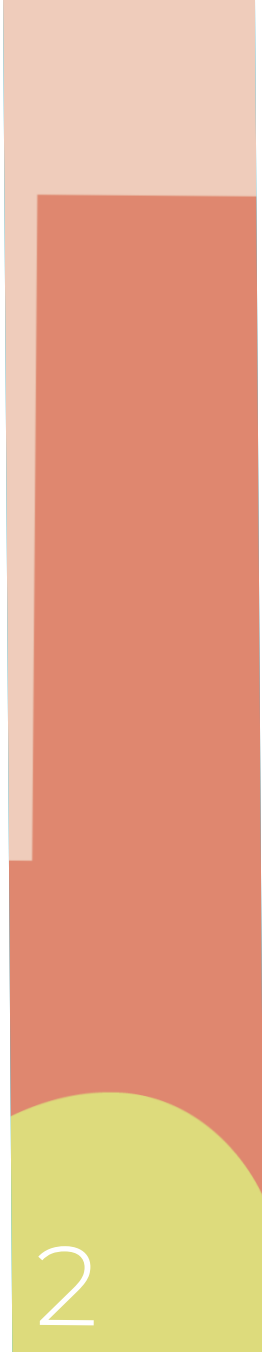
This year's culture book is dedicated to all those Intivonauts that go the extra mile, who take responsibility over their work, and accountability of the outcome. You are an inspiration to me and push me to continuously be the best version of myself for our mission.

As we embark on the next 15 years of Intiveo, we will be aligning all of our teams towards delivering a whole product experience — one that supports offices in their patient engagement, whether that is saving them time preparing patients for their appointments, or partnering with them to provide a mission critical platform for offices to monitor, manage, and improve toward achieving their practice's operational goals.

I am excited for what this year holds for Intiveo and how each of Intivonaut will support our customers and each other. Thank you in advance and I look forward to having some fun along the way!

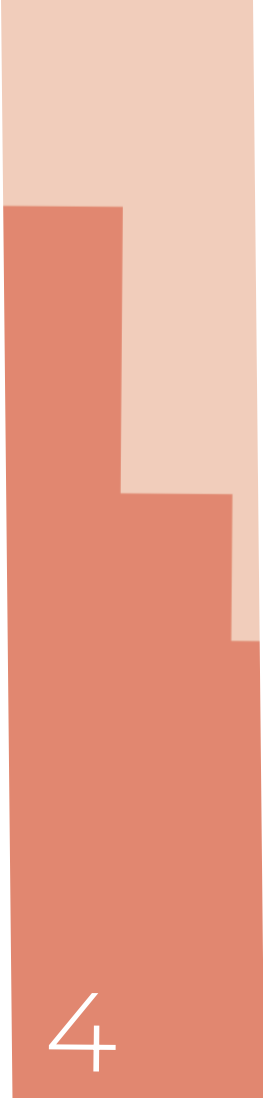
Cheers,
Josh





A Letter from our CEO

A message from CEO, Josh DeVries, to the Intivonauts.



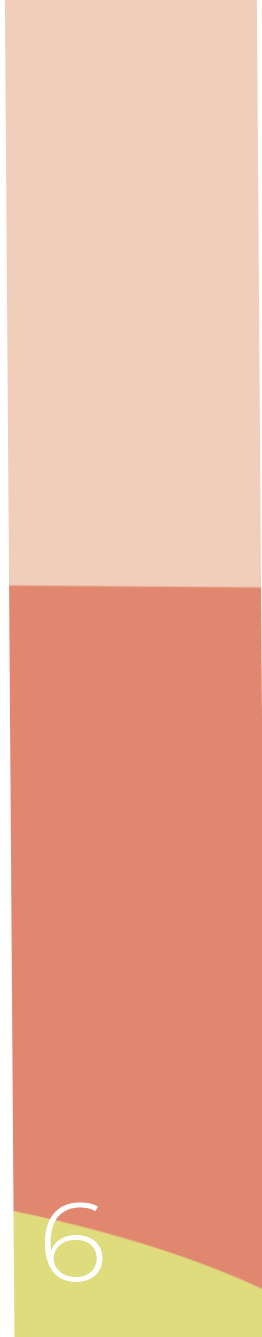
We are our values

The values that help us thrive as a team.



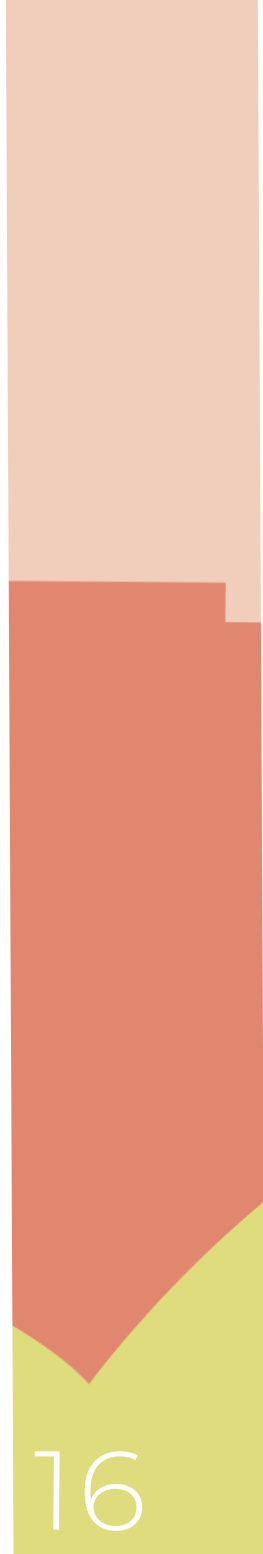
We are the platform

The value we bring to our clients.



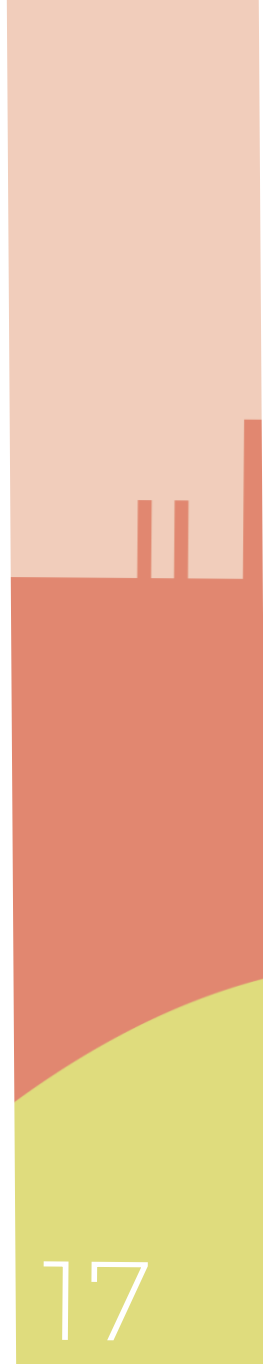
To Intiveo and beyond

Where we've been and where we're going.



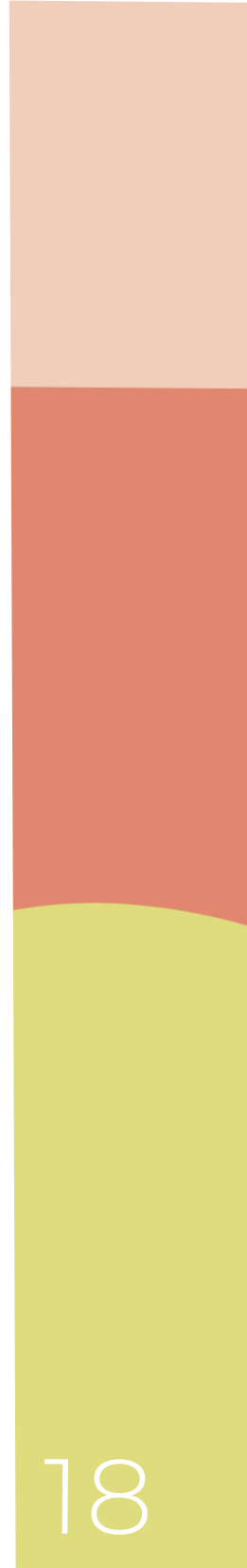
Departments

Technology **9**
Product **10**
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Finance **14**
Operations, People & Culture **15**



Our benefits

Benefits to continuously support everyone's growth.



Staying connected as a team

Culture from remote work to IRL meet-ups.



Intive-O Week

An event like no other!



The Intivonaut Journey

Learn and grow with Intiveo.

Our Values



At Intiveo, we don't just build solutions — we build each other up. Through stewardship, collaboration, and a passion for continuous growth, we turn every challenge into an opportunity to thrive together."

- Ryan Hogenes, VP of Partnerships and People, Co-founder

Stewardship



Our culture thrives on collective accountability and empowerment of ownership. We take initiative to address challenges and seize opportunities with the well-being of the whole organization in mind.

Collaboration



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

Continuous Development

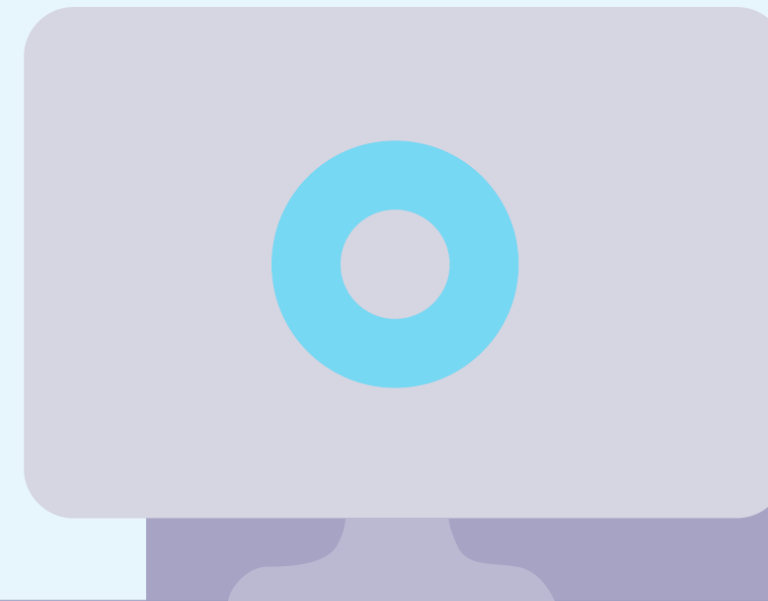


We are the thinkers, the learners, the try-ers and the doers. Continuous development is embodied by all levels, in every team. Together, we grow as individuals, nurture our teams, and lend insight to our product.

We Are the Platform

Intiveo: A patient experience you can trust

At Intiveo, we are about the patient experience. We built our platform to do more than just automate messages — we designed it to genuinely improve the way dental and specialty practices engage with their patients. We believe that every appointment, reminder, and follow-up is a chance to build trust and create a better experience. That's why our platform is flexible, easy to use, and tailored to the unique needs of each practice. From our Tech team to our Product team to our CX team, we are proud to support our customers in delivering care that feels personal, even before the patient walks through the door.



Half a billion reminders, and we're just getting started!"
- Owen Ingraham, CTO and Co-founder



To Intiveo & beyond



2025

Intiveo was named one of Canada's Top 100 Employers, a testament to our commitment to creating a values-based, positive workplace.

2023

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

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 toward 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 rebranded as Intiveo (formerly EasyMarkit), giving our company a new, repurposed look as we moved forward.

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.

2010

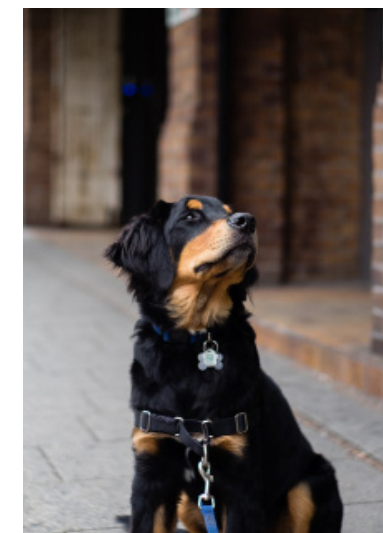
Intiveo founded by Josh Devries, Nathan DeVries, Owen Ingraham, and Ryan Hogenes as a cloud-based patient communication software.

2014

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

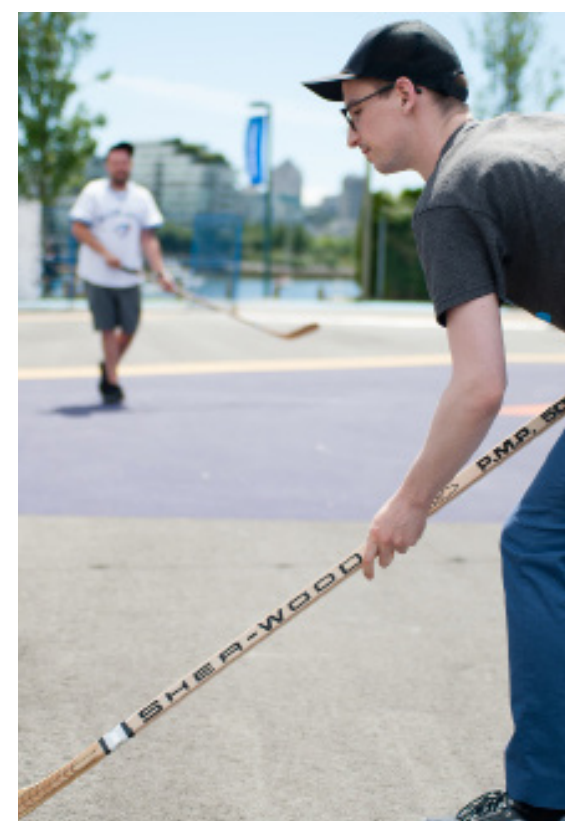
2015

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



“

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

“

We founded Intiveo 15 years ago to bring much-needed innovation to a market lacking effective communication solutions. Today, we've grown from a startup into an industry leader, dedicated to making healthcare communication more human, more engaging, and more compassionate for everyone involved.”

- Nate DeVries, CCO and co-founder



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 tech teammates across Canada and Czechia.

Product Development: Luis Jersak

The development team works closely with Product to develop and engineer Intiveo's primary client-facing software.

Integration and API: Mira Suk

The Integration and API team build and manage Intiveo's vast network of integrated software that power our product's data pipelines.

TechOps: Sean Wraith

TechOps ensures a high level of technology consistency and quality for our clients, which includes extensive quality assurance and solving complex problems.

InfraOps and IT: Dave Tan

The InfraOps and IT team is focused on ensuring Intiveo is secure, scalable, and stable for our clients and our staff.

Data Intel: Jack Yang

This team is responsible for building the AI-enabled platforms and tools needed for Intiveo to succeed into the future.



Product



Department Lead: Sabrina Damato

At Intiveo, product and design bring ideas to life — one thoughtful decision at a time. They're the voice of the customer and the architects of our experience. Behind every feature is someone obsessing over how to improve the patient journey. This team blends curiosity, strategy, and creativity to shape experiences that truly serve patients and practices. Whether it's planning the roadmap, sketching out workflows, or refining the smallest interaction, they make sure every part of the product has a purpose.

Product Management

From discovery interviews to delivery execution, our Product Managers are always a few steps ahead, translating signals into strategies and making tough trade-offs look easy. They bridge the gap between teams and bring clarity to complexity. When they're not prioritizing roadmaps or writing user stories, they're probably obsessing over, "what problem are we really solving?"

Design

Equal parts empathy and pixels. Our designers bring clarity to chaos and humanity to our product. From first impressions to the next interaction, they think in flows, not just screens, shaping the user journey so that every touchpoint feels intuitive and intentional.



"What drives our business is finding phenomenal people and putting them in an environment that motivates and encourages them, allows them to prosper and then just letting them loose."

- Josh DeVries, CEO and Co-founder



Sales

Department Lead: Karim Ben-Jaafar

Our Sales team is often the first conversation someone has with Intiveo — and they make it count. Every day, our team connects with dental practices across Canada and the United States, helping them trade chaos for clarity with patient engagement software that actually works. Our team is not just here to sell. We listen, problem-solve, and help practices see what's possible when they have the right tools and the right people guiding them.

Sales Manager: Shawn Heeren

Account Executive Team (AEs)

Our AEs are the bridge between interest and action. They take the baton from SDRs and run with it — leading discovery calls, giving personalized demos, and guiding dental teams toward solutions that truly fit.

Team Lead: Dominic Sunga

Sales Development Team (SDRs)

Our SDRs are the first point of contact for dental practices curious about Intiveo, turning cold outreach into warm conversations. They're not just setting meetings — they're setting the tone for the entire customer journey.



Marketing & RevOps

Department Lead: Jennifer Zapp

Our Marketing and Revenue Operations teams work as one integrated engine to support revenue growth at every stage. This team drives brand equity and demand for Intiveo while partnering across Sales, Customer Experience, Finance and Product to ensure smooth execution throughout the entire revenue cycle. Marketing and RevOps don't just generate pipeline — we build momentum, streamline operations, and bring our go-to-market strategy to life.

Demand Generation

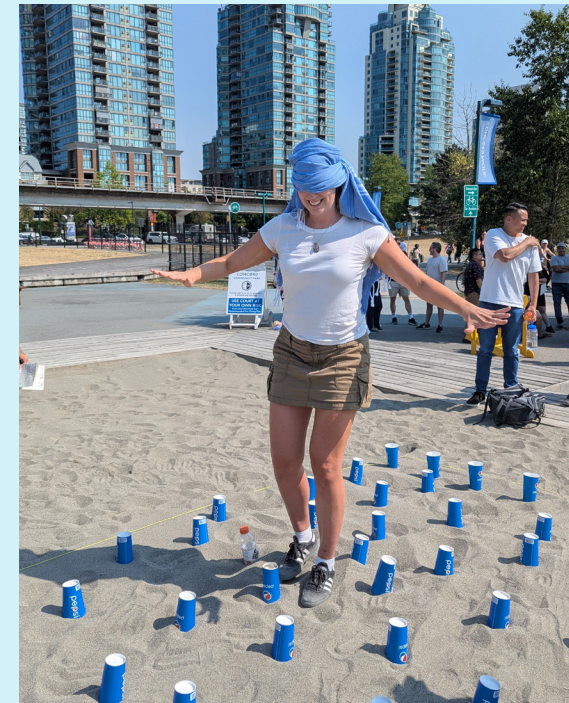
Creating and capturing demand for Intiveo is the name of our game! We maximize marketing strategies and execute campaigns to bring in new pipeline, and, ultimately, revenue.

Content Marketing: Déjà Leonard

We focus on creating quality content that builds trust, drives organic traffic, enhances brand visibility and sets Intiveo apart — ultimately helping us garner more leads, conversions, and loyal customers.

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.



Customer Experience

Department Lead: Ryan Dalton

Understanding our customers is at the heart of our business strategy. We continuously strive to gain deep insight into their business problems, 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

Customer Success: Raquel Dreesen

At the heart of our mission, our Customer Success Managers work hand-in-hand with academic and enterprise clients, aligning their goals with our solutions to help them achieve meaningful, lasting impact. Our Customer Outcome Managers champion adoption and continually guide our customers toward new features and opportunities — empowering them to unlock even greater value and success.

Customer Support: Chantal Beaton

The Support team is committed to delivering exceptional assistance to both new and existing Intiveo clients, ensuring all inquiries and issues are resolved efficiently and with the highest level of care.

Onboarding: Rebecca Cheley

The Onboarding team is where every client journey starts — and where growth keeps going. We work closely with new customers to get them up and running, but we're also here for existing clients as they explore new features. We focus on making every onboarding experience smooth, thoughtful, and tailored to their goals.



Finance

Department Lead: Diana Cheng

We're the ones that keep the whole machine running, with 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!



Operations, People, and 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!

People and Culture: Ryan Hogenes

We support the team at Intiveo through solid human resources support and a multiplicity of activities, including company events to ensure the culture and values of the company are upheld.

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“We're all social beings and at Intiveo, we're really intentional about the activities and the rituals that we partake in to ensure our culture is flourishing,”

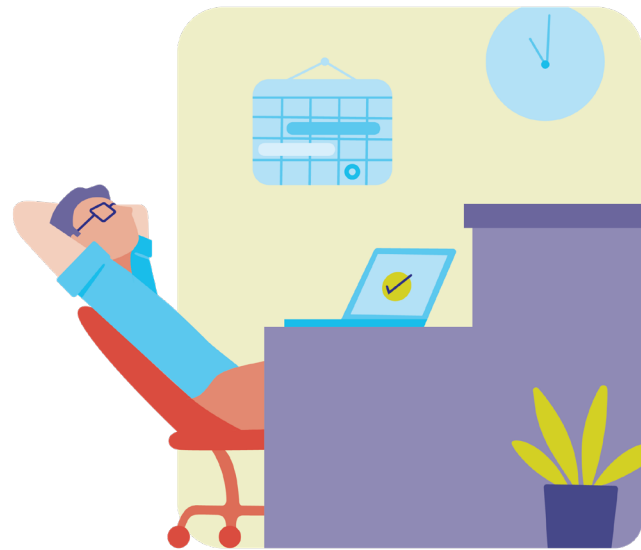
- Josh DeVries, CEO and Co-founder



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 benefits package, but we 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 is a top priority

- Online and in-person events
- Annual company-wide event (O Week!)
- Flexible work hours

How we stay connected

Town Hall

Town Hall is our monthly, company-wide meeting where we get a chance to hear updates from every team including senior leadership. We also showcase how Intivonauts are living Intiveo's values in their work, celebrate Intiversaries (Intiveo anniversaries), birthday shout outs, and more.

The office

Just because we're a remote company doesn't mean we don't use our office! The Intiveo office is located in Vancouver's historic Chinatown. While the Sales team is the office's usual residents, there's room for everyone who wants some face-time with their colleagues. Plus, you can let everyone know you're coming in through our [team_heading_to_the_office](#) Slack channel!

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.

The Kudos channel

When someone has truly gone above and beyond, demonstrating Intiveo's values in their work, team members get a chance to give them a shout-out in the Kudos channel. This is a great way to let colleagues know about the important work their peers are doing, and to show appreciation!

We are a remote company, but that doesn't mean that we aren't connected! Utilizing company events, 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 Intive-O Week, we keep engaged as a team.



Intive-O Week

Once a year, Intivonauts from all over Canada and Czechia will get together for Intive-O Week, or “O-Week” for short. This is a company-wide event at our office in Vancouver, where we focus on team-building activities, fostering inter-departmental connections and eating delicious food!

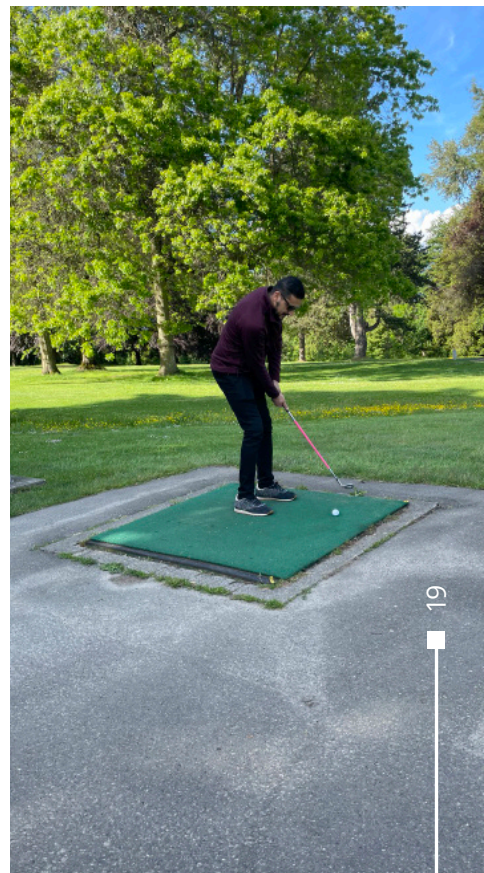
Stewardship, Collaboration, and Continuous Development are the core values that influence the way we do our work at Intiveo. At O-Week, we get a chance to practice these values and dream big about the future of Intiveo, all while having a bit of fun! We get a chance to work together as one big team, and also have time to connect in our individual teams.

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 our colleagues. 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



Rebecca Cheley

Title: Manager of Onboarding

Location: Lloydminster, AB

Rebecca owned a travel agency franchise until 2020 when she had to pivot during the Covid-19 pandemic. She eventually joined Intiveo as an Onboarding Specialist because of the opportunity to help small businesses grow, thrive, and streamline. Known for building strong relationships with clients, Rebecca was then promoted into a Team Lead role, working with her team to show clients Intiveo's value as fast as possible and meet their goals. She is now the Manager of Onboarding, honing best practices and boosting collaboration. Rebecca is very proud of her role in helping to create Intiveo Academy, which gives clients the opportunity to broaden their understanding of Intiveo through online modules.

"I like the team, across the board, the whole company. It's one of our values: collaboration. I feel really comfortable reaching out to anybody, all the way from senior leadership and down with a question. There's no question that's too small."



Wendy Nguyen

Title: CX Operations Manager

Location: Aldergrove, BC

What drew Wendy to Intiveo — way back when we were called EasyMarkit — was the unique, innovative quality of the product. She began as a Customer Experience Agent, and then was one of the first people to work on onboarding customers when Onboarding (then, Enablement) became its own team. She progressed from Enablement Manager, to Senior Enablement Manager and then Senior Onboarding Manager, before being promoted to CX Operations Manager. One of the things she's proudest of is knowing that Intiveo truly improves the operations of dental and oral surgery practices every day.

"We're constantly striving for innovation. We're not standing still, we're not staying completely comfortable where we are. I like that we are constantly trying to find ways to improve our product."



Baldric Tran

Title: Senior Accountant

Location: Coquitlam, BC

Intiveo was Baldric's first job right out of Simon Fraser University. While he was excited to find a job in his field, the real draw was Intiveo's strong workplace culture of collaboration and continuous development. He has grown his career at Intiveo by moving from a Junior Accountant to a Senior Accountant, allowing him to focus more on reporting and analysis. One project Baldric is particularly proud of was the seamless migration to a new billing platform, improving the billing experience for both Intiveo and our clients.

"I feel that this company balances the work-from-home culture really well. Every time there are events, around holiday time, they always try to get everyone together. And there's O Week as well, flying everyone in and making everyone feel connected."

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 grown their careers at Intiveo, taking on different roles that have allowed them to realize their potential and develop their skills.

Let's meet a few!

The Intivonaut Journey



Luke Quinlan

Title: Junior Account Executive
Location: Vancouver, BC

Originally from Ireland, Luke made a decisive career shift when he moved to Canada, transitioning from car sales and financing into the world of tech. After researching the job market and setting his sights on SaaS sales, he joined Intiveo as one of the founding Sales Development Representatives. What drew him in was the strong culture, glowing reviews from a former employee, and a benefits package that reflected how much the company cared about its people. Since then, he’s moved into an Account Executive role, where he enjoys the deeper, more hands-on conversations with prospects and the chance to showcase the platform in demos. He’s taken pride in helping develop the sales playbook from the ground up and building strong relationships at trade shows.

“I like the team we have here in the office. I enjoy the office atmosphere— it’s good fun, and a good workplace culture.”



Sean Wraith

Title: Lead Technical Support Engineer
Location: Vancouver, BC

Sean joined Intiveo in November 2019 after working as a bookkeeper at another startup; a pivot that marked the beginning of his journey into tech. Referred by an internal employee, he started as a Customer Experience Agent, helping clients navigate the platform and solve support tickets. Over time, Sean found himself increasingly curious about the technical side of the product. With mentorship and support from Intiveo’s development fund, which enabled him to upskill and deepen his technical knowledge, he transitioned into a Technical Operations role, eventually becoming Lead Technical Support Engineer.

“I like the work-life balance. That’s definitely really important to me. The engineering department has a really good culture, they’re really smart people, they work really hard, they care about what they’re doing.”



Luis Jersak

Title: Team Lead, Senior Backend Developer
Location: Maple Ridge, BC

Luis spent several years pursuing a Masters and PhD in computer science before transitioning into the tech industry. Originally from Brazil, he moved to Canada in 2018 and joined Intiveo later that year as a Backend Developer. One of the first things he worked on was implementing seeders, a project that tapped into his love of number crunching and backend logic. As his knowledge of the platform deepened, he advanced into a Senior Backend Developer role, and later became a Team Lead. A highlight of his time at Intiveo has been building dynamic content features from the ground up. He also played a key role in the company-wide rebrand from EasyMarkit to Intiveo, an intense, collaborative effort.

“When something that came out of your head is turned into a real thing, it really brings you a sense of joy and pride when you see it worked well. And, I really love the culture here.”

The logo for Intiveo features the word "intiveo" in a white, lowercase, sans-serif font. The letter "i" has a small blue circle above it, and the period at the end of the word is a larger blue circle.

intiveo.

A patient experience you can trust