

# 2021 Diversity Annual Report

asurion

We're creating space for employees to be themselves,  
embrace their differences, and feel like they belong.



Each year starts with a quiet hopefulness that ebbs and flows as the year progresses. As I reflect on 2021, I'm inspired by everyone's resiliency and perseverance to come together and support one another.

When violence was committed against Asian Americans, our MOSAIC Employee Resource Group (ERG) stepped up to build **#BeBold®**: Stand Against Hate. As the pandemic persisted, employees from around the globe sought to bring comfort and unity through food and shared recipes with an inaugural Asurion International Cookbook. And after 600 days of working virtually, our Nashville-based employees moved into our new Gulch Hub, and employees across the globe began working together in person once again.

These were certainly bright spots in the pandemic storm and a brightness that we're already carrying into 2022.

### **DEI is a journey.**

You'll notice the 2021 commUnity Annual Report looks a little different from years past. We have highlighted **six key takeaways** that demonstrate both successes and challenges we experienced last year. And within each section, you'll find links where you can further explore the data or find additional information. We will continuously update these figures to provide snapshots of our progress in real-time.

When Asurion's Office of Diversity, Equity, and Inclusion was established in 2018, we promised to deliver transparent data — positive or negative — and a clear plan of action to reach equity within our organization.

This refreshed approach to the Annual Report is another step in the journey of embedding diversity, equity, and inclusion across our organization. Within these pages, you'll learn how our initiatives align within our EPIC Framework to Empower Employees, Promote Partnerships, Inspire Inclusion, and Cultivate Community.

Looking forward, I invite you to **Be EPIC** alongside me.



*Yanika "Nikki" Smith-Bartley*

Chief Diversity Equity & Inclusion Officer & Counsel



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# Key takeaways

2021 was a momentous year filled with both successes and challenges. But as a company, we take them in stride. Here are six key areas where we made the most impact.



## Promotions

Women and people of color<sup>1</sup> (POC) continue to make up over 40% of our company's annual promotions globally and in the U.S.



## New hires

Women make up over 50% of the company's hires globally and in the US. While POC make up nearly 70% of our new hires.



## Merit pay increases

The average merit and salary for women and POC are now within cents of those of their male and white employee counterparts.



## Representation of women

Our global female representation increased at the professional, leadership, and executive levels. We also saw an increase in the US.



## Women + people of color

Our representation of women of color (WOC) and POC increased at the executive leadership level by 9%. WOC also increased at the professional level.



## Diversity in tech careers

Global representation of women in tech careers increased by 17% and 7% in tech leadership. POC increased in U.S. tech careers.

### Key takeaways

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# Key data

This executive summary includes everything from hiring and promotional changes for women and people of color<sup>1</sup> to increases in their representation.

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1. People of color refers to anyone in the U.S. who has not self-identified as "White/Caucasian" in Workday.

# Promotions

Women and POC make up more than 40% of our annual global and U.S. promotions.



43%

**Women** (Global)




47%

**POC** (U.S.)

# New hires

Women make up more than 50% of our new hires, and POC make up nearly 70%.



50%

**Women** (Global)



68%

**POC** (U.S.)

# Closing the pay gap

Asurion carries out annual pay equity audits to ensure all team members are receiving equal pay for equal work—regardless of gender, race, ethnicity, or other factors. But now we take it a step further and analyze merit and incentive pay in addition to base salaries.

2021 average merit increase by gender



2021 average merit increase by race/ethnicity



Women earn

99¢

for every \$1  
earned by **men**

POC earn

99¢

for every \$1  
earned by **white**  
**employees**

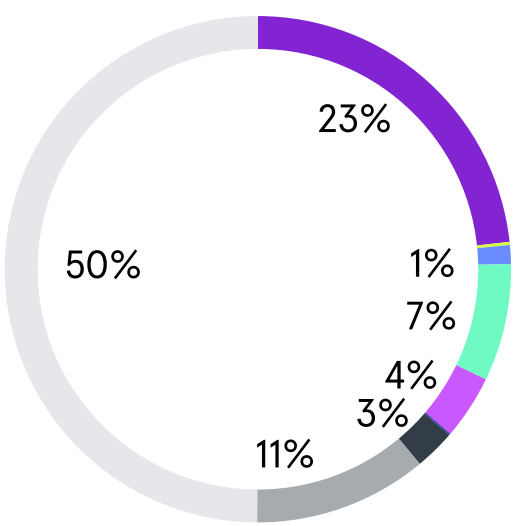
# Global representation of women

While overall representation of women is down globally (or enterprise-wide) and in the U.S., it's mostly due to a decrease in women at our frontline levels. However, there was an increase in their representation at the professional, leadership, and executive levels globally and in the U.S.

	Increase ↗	Decrease ↘
Professional	U.S., Europe, Israel, Japan	LATAM, APAC, Canada
Leadership (Dir, Sr. Dir, VP)	U.S., LATAM, Europe, Japan, Philippines	APAC, Canada, Israel
Executive Leadership	U.S.	N/A

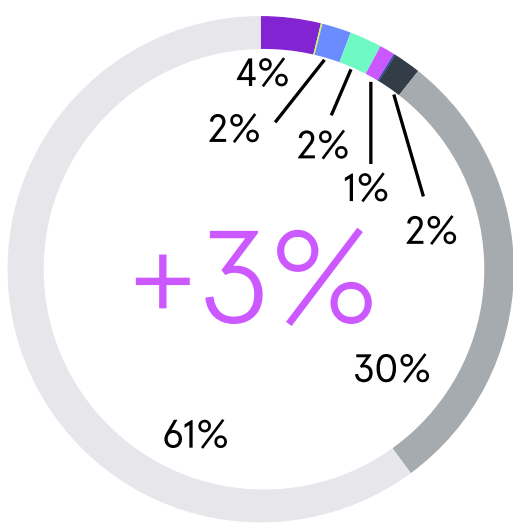
# A rise in the representation of women of color

The number of women of color (WOC) in the U.S. increased in both executive leadership and professional levels in 2021, but the overall representation of WOC is down slightly (due to this group of women decreasing at the frontline level).



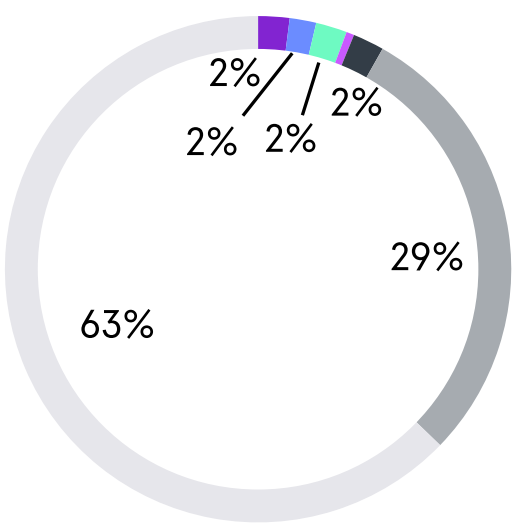
WOC  
36%

Frontline



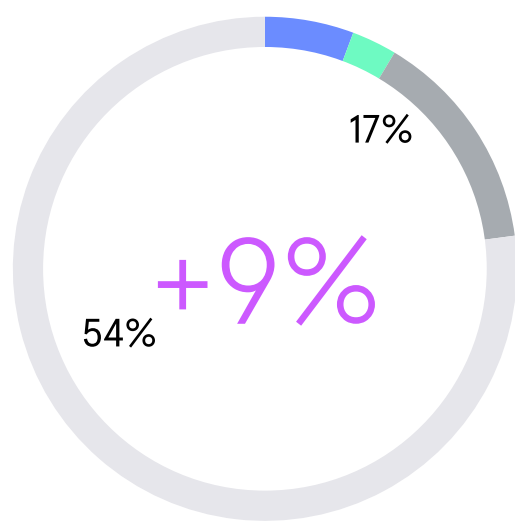
WOC  
9%

Professional/management<sup>2</sup>



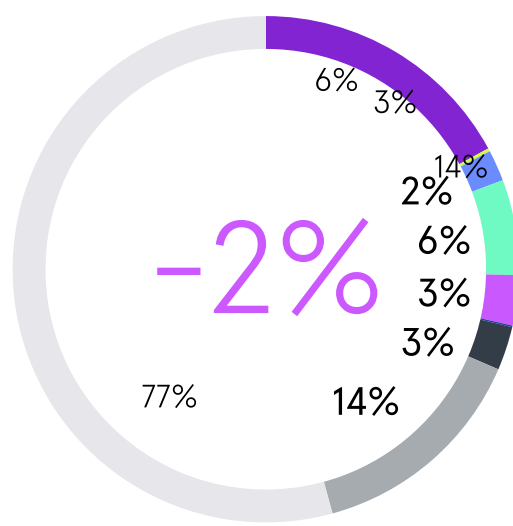
WOC  
6%

Leadership (Dir.+)



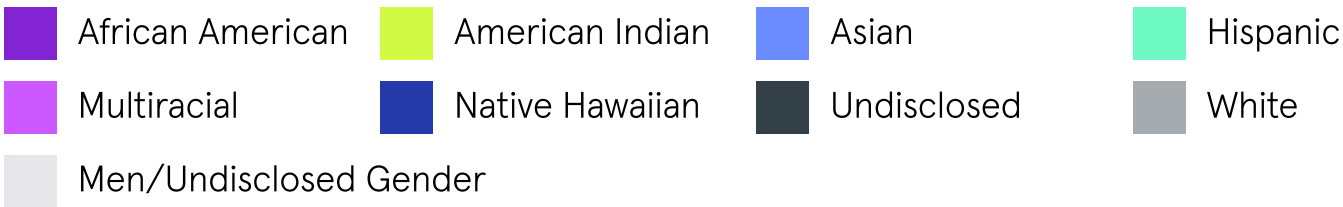
WOC  
9%

Executive Leadership (SVP+)



WOC  
29%

Overall



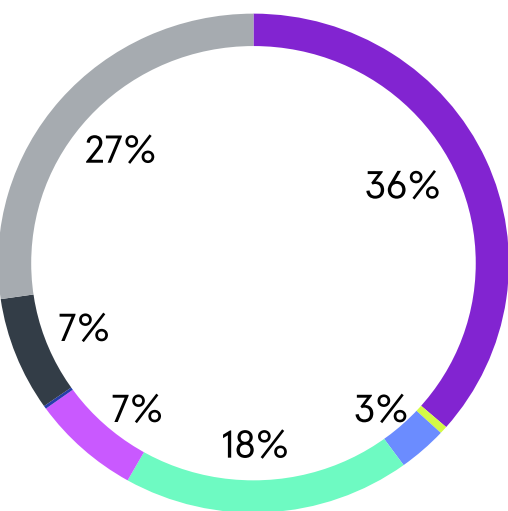
## Key data

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<sup>2</sup>. Progress shown for Professional/Mgmt roles and above.

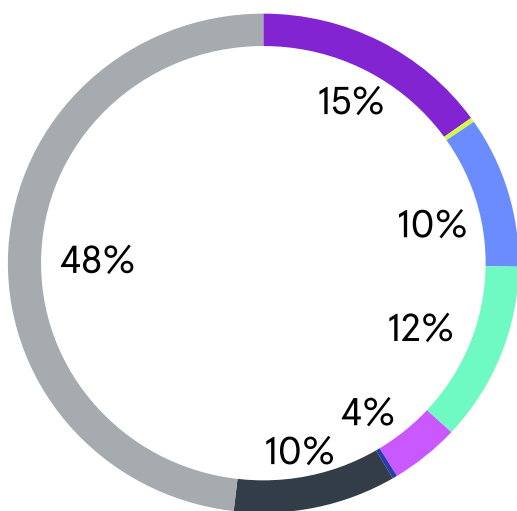
# Greater diversity in the Executive Leadership ranks

The representation of POC in the U.S. increased significantly in executive leadership roles, but overall representation of POC is down slightly due to a decrease at the frontline level.



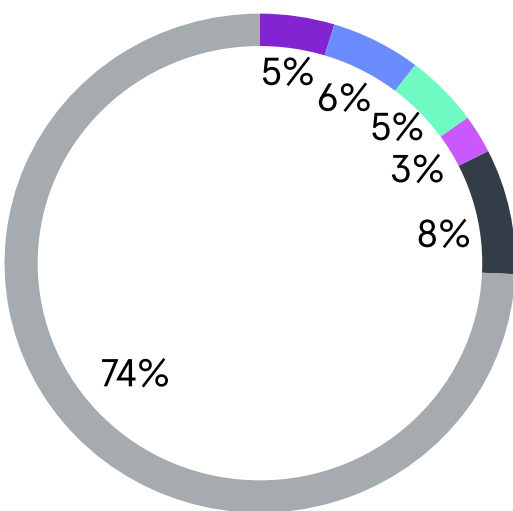
POC  
65%

Frontline



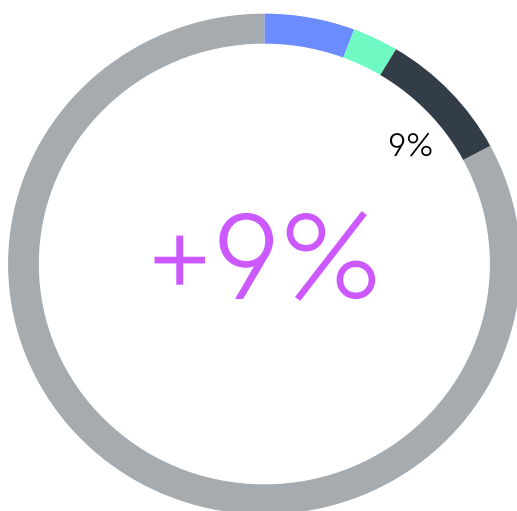
POC  
42%

Professional/management



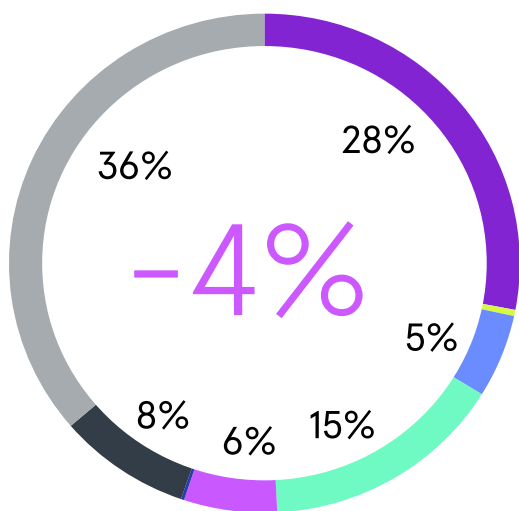
POC  
18%

Leadership (Dir.+)



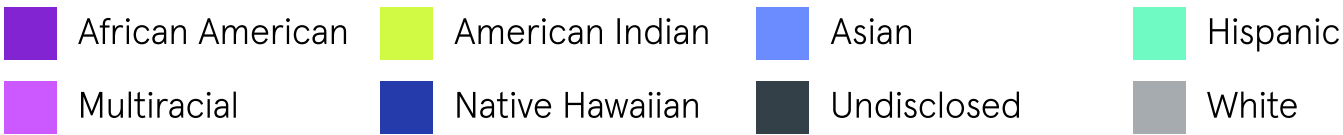
POC  
9%

Executive Leadership (SVP+)



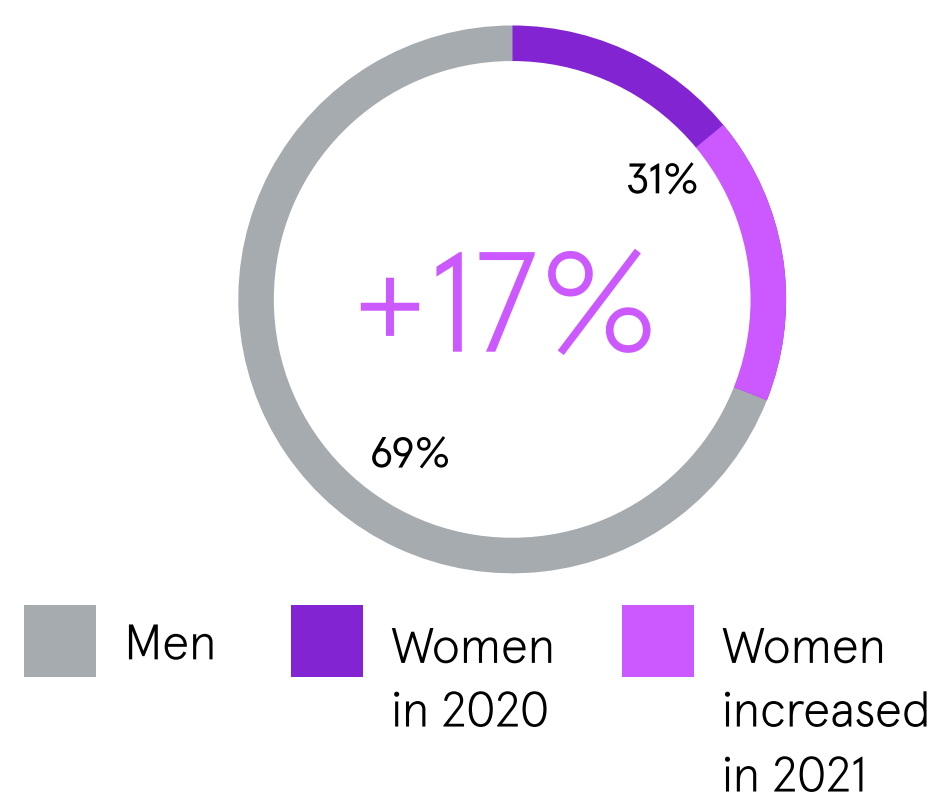
POC  
55%

Overall

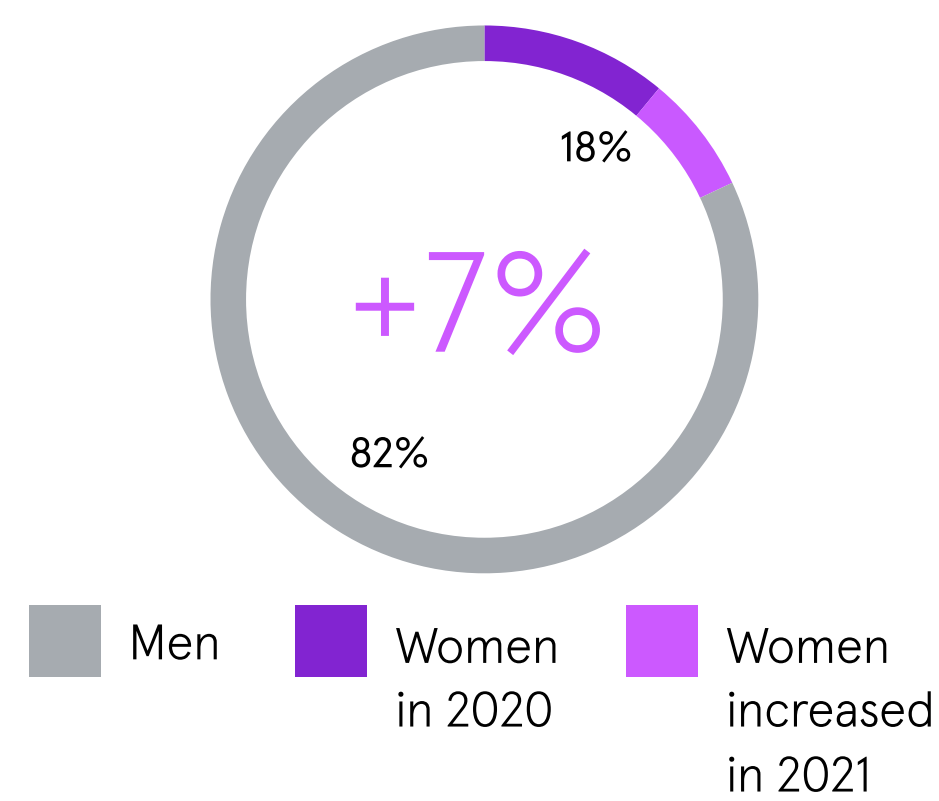


# Diversity in tech careers

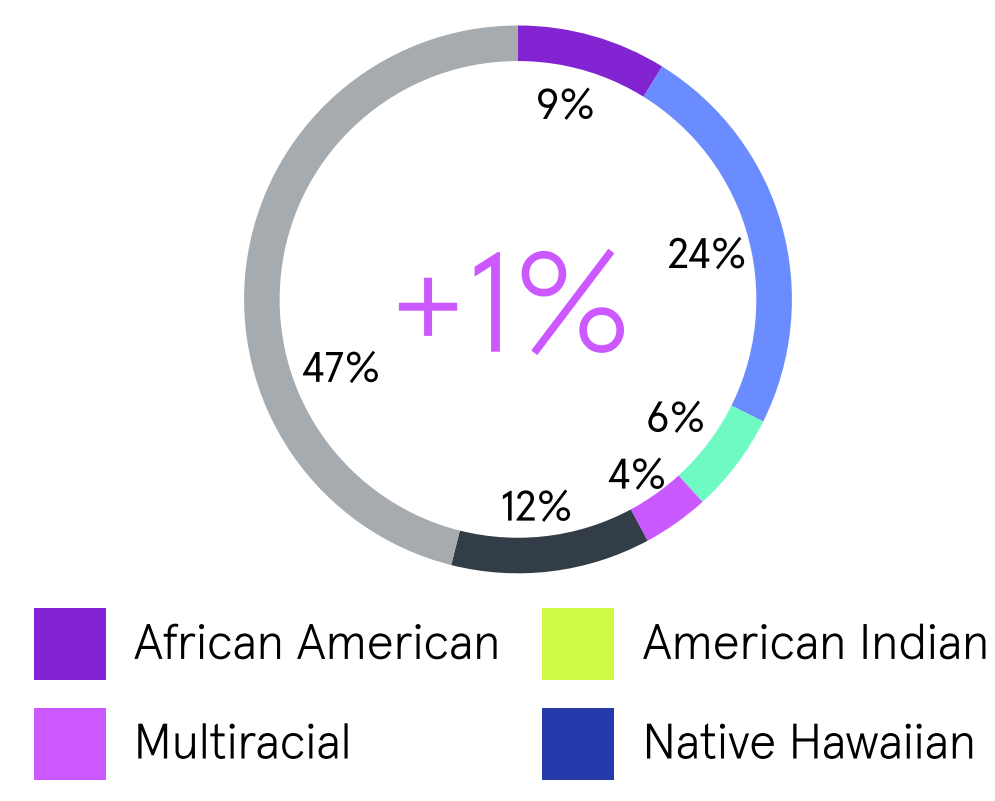
Throughout Asurion’s Product, Technology, and Security organizations, we saw an increase in the global representation of women in tech careers and tech leadership as well as a small increase of POC in U.S. tech careers. However, tech leadership for POC went down.



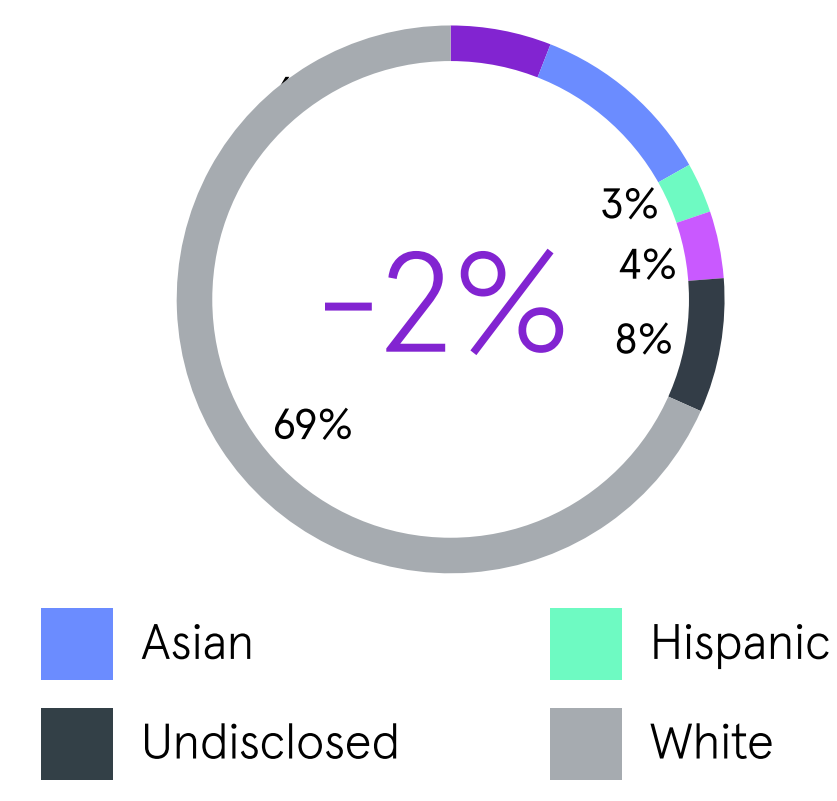
Global representation of women in tech careers



Global representation of women in tech leadership



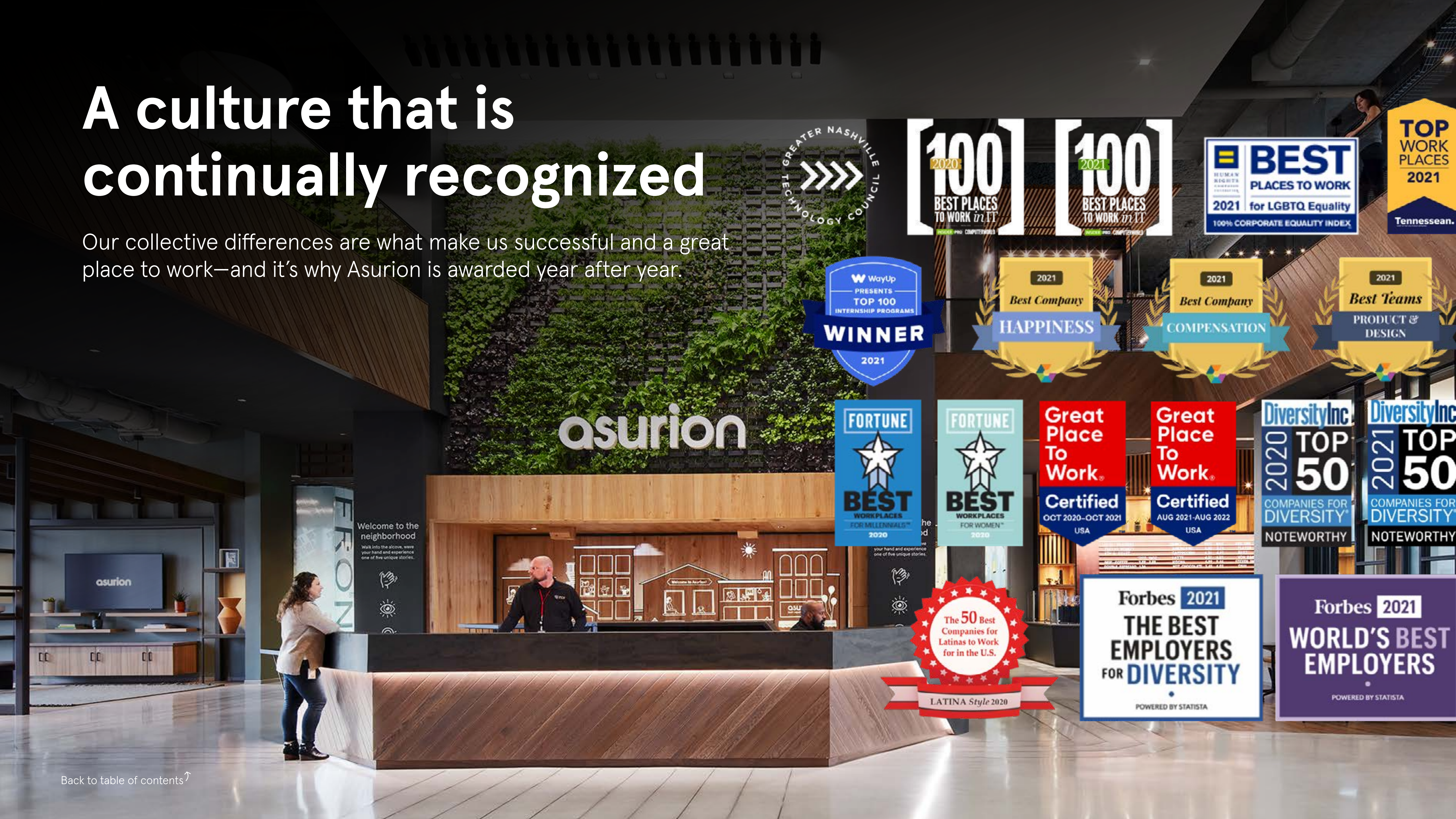
U.S. representation in tech careers by race/ethnicity



U.S. representation in tech leadership by race/ethnicity

# A culture that is continually recognized

Our collective differences are what make us successful and a great place to work—and it's why Asurion is awarded year after year.



# Meet the team championing our efforts



**Nikki Smith-Bartley**

VP, Chief Officer and Counsel  
Diversity, Equity, and Inclusion



**Darrell Thorpe**

Director,  
Diversity, Equity, and Inclusion



**Melinda Noblitt**

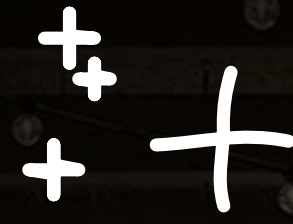
Sr Manager,  
Diversity, Equity, and Inclusion



**Alicia Braswell**

Sr Manager,  
Diversity, Equity, and Inclusion

# Big strides



Together, we are creating the culture of inclusivity and belonging that will drive long-term, sustainable diversity throughout our company. And we are headed in the right direction, but it's only the beginning of our DEI journey.

# 2021 Achievements



Created the DEI Action Planning Council for business functions



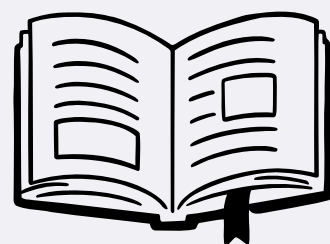
Added IDEA as 11th ERG



Expanded Asurion Mentoring Program



Partnered with Urban League for \$1M donation over 5 years



Published the International Cookbook, a cross-country ERG collaboration



Hosted internships as a diversity recruiting tool



Added the Software Engineer Apprenticeship 2nd Cohort



Added the Product Design Apprenticeship



Introduced commUnity Info Sessions

# The DEI Action Planning Council

The council consists of several business functions that have each brought more inclusion to their teams.



**Customer Solutions** hosted 106 DEI-focused Everyday Leadership pop-up sessions and increased utilization of Employee eXperience Time Off (EXTO) for frontline team members. This enables them to attend specific Asurion-led cultural events and activities without having to take personal Paid Time Off (PTO) or unpaid Voluntary Time Off (VTO).

**uBreakiFix® by Asurion and Asurion Tech Repair and Solutions™ stores** launched its third ERG chapter in Orlando: Black Employees Supporting Talent (BEST). The uBreakiFix chapter of the Women’s Initiative Network (WIN) also partnered with four local community-focused nonprofits to support its community.

**Supply Chain’s DEI committee** created a function-wide best practice in tandem with its talent acquisition partners to reduce bias in sourcing, interviewing, and hiring. By doing so, Supply Chain increased its rate of hiring people of color by 32% year over year across all exempt roles.

**Product’s DEI committee** launched Asurion’s latest employee resource group, Indian Descendant Employees & Allies (IDEA). Additionally, 96% of the Product team completed Inclusive Leader Foundations and had over 500 attendees at its functional #BeBold® series.

**Technology and Security** hosted a quarterly “HERstory” speaker series to highlight women’s stories at Asurion. They also sponsored Women in Cyber Security (WiCyS) and Women in Technology of Tennessee (WiTT) events.

**Finance** hosted its first-ever Finance-only #BeBold® event on “Being a Woman of Color in the Workplace.” The event was a smash-hit with 46 individuals attending and scoring a perfect 5/5 stars on the post-discussion survey.

The **Legal team** won Legalweek’s Leaders in Tech Law award, “Innovations in Diversity & Inclusion,” as a result of the efforts of its Racial Equity at Asurion Legal & Underwriting (REAL) committee’s work.

**Marketing** made a dedicated effort to increase racial and ethnic diversity within its team and saw a 266% increase in the percentage of new hires who identify as people of color year over year.

**Program Management and Pricing** hosted an Active Ally series in an effort to train 100% of its team on allyship.

**Client Services** hosted quarterly DEI-themed trainings and discussions.

# Choosing to Be EPIC in everything we do

Be EPIC is a global movement where Asurion employees pledge to make their workplace and world a little bit better. Ready to join them? **Take action by taking the pledge [now](#).**



## Empower employees

We stayed engaged thanks to our ERGs with professional development events, trainings, and increased participation across the board.



## Promote partnerships

By partnering with our communities, schools, and other groups, we were able to make a bigger impact.



## Inspire inclusion

We've grown our Diversity, Equity, and Inclusion (DEI) education program with Certified Interviewers, Inclusive Leadership Certification, Active Ally, and #BeBold®.



## Cultivate commUnity

Our focus on driving change starts with Listening & Learning, Removing Barriers to Access, and Investing in Social Justice.

# Empowering Employees

We see our differences as a competitive advantage and ensure every person has a chance to contribute, innovate, and succeed.



# Employee Resource Groups continue to grow














Employee resource groups (ERGs) are designed to promote inclusivity and bring under-represented team members together. Their impact at Asurion is growing:

- ✓ ERG members stayed with Asurion longer and had a nearly 50% higher retention rate than nonmembers.
- ✓ Our newest ERG, Indian Descendant Employees and Allies (IDEA) launched in 2021.
- ✓ Membership in our ERGs grew by more than a hundred members from 2020 to 2021.

# Employee Resource Groups are the foundation of our commUnity

Our employee-led groups are powerful tools, providing personal and professional development opportunities, advocacy, community involvement, and networking.

						
<b>Black Employees Supporting Talent (BEST)</b>	<b>Experienced Professionals (EP)</b>	<b>Hispanic or Latino at Asurion (¡HOLA!)</b>	<b>Happiness, Opportunity, Possibility, and Equality (HOPE)</b>	<b>Indian Descendant Employees and Allies (IDEA)</b>	<b>Mosaic</b>	<b>Pride</b>
2017   2,343 members	2018   1,193 members	2018   1,318 members	2018   1,742 members	2021   696 members	2018   1,509 members	2017   2,471 members
						
	<b>Remote</b>	<b>Veterans Service Group (VSG)</b>	<b>Women's Initiative Network (WIN)</b>	<b>Young Professionals (YP)</b>		
	2018   1,777 members	2017   986 members	2017   3,350 members	2018   1,936 members		

A group of people are shown in a celebratory gesture, shaking hands. In the foreground, a person in a blue button-down shirt is shaking hands with someone whose arm is visible from the bottom left. In the background, a man with glasses and a woman in a striped shirt are smiling. The setting appears to be an outdoor or semi-outdoor space with a brick wall.

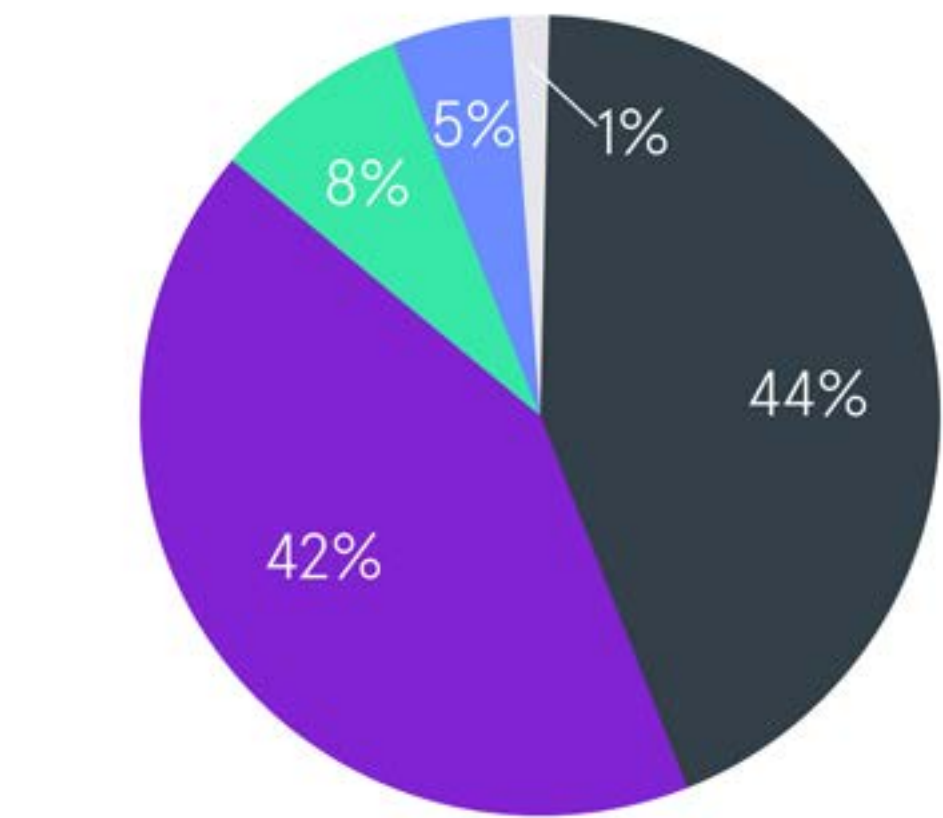
# Promoting Partnerships

We make a bigger impact when we collaborate with people and organizations that share our values.

# Investing in our communities

At Asurion, who we partner with matters. That’s why we create intentional partnerships within the community to help us reach prospective employees like women, POC<sup>1</sup>, LGBTQ+, veterans, and those with different abilities.

But we also focus on uplifting the community with our [Compassion Forward program](#). It helps Asurion employees in need, furthers childhood education, and more. Here are our community partners:



Our overall donations to nonprofit partners (%)



■ Annual KIPP Nashville and KIPP New Jersey—Kids & Education



■ Teach for America—Kids & Education



■ Tennessee State Museum—Public Initiatives



■ Oasis of Nashville—Kids & Education



■ Variety Children's Charity of Greater Kansas City—Kids & Education

1. POC is an abbreviated term for people of color, which refers to anyone in the U.S. who has not self-identified as “White/Caucasian” in Workday.

# Partnerships and programs



Celebrate Nashville  
Cultural Festival



Nashville Young Leaders  
Council



Futuro



Tennessee Latin Chamber  
of Commerce



Advancing Women in  
Nashville



Fisk University

## Sponsorships

- Nashville Cultural Festival
- Nashville Entrepreneur Center TWENDE program
- Tennessee Latin Chamber of Commerce (TLACC)
- Nashville Black Chamber
- Advancing Women in Nashville
- Young Leaders Council
- She Codes (Tel Aviv)

## Education partnerships

### Student Organizations and Affinity Groups

- National Society of Black Engineers
- Society of Women Engineers
- Hispanic Business Student Association
- FUTURO
- Society of Hispanic Engineers

### HBCUs

- Fisk University
- Howard University
- North Carolina A&T State University
- Atlanta University Consortium Center featuring Spelman, Clark, Morehouse

### U.S. Veteran Programs

- Middle Tennessee State University (Four Scholarships)

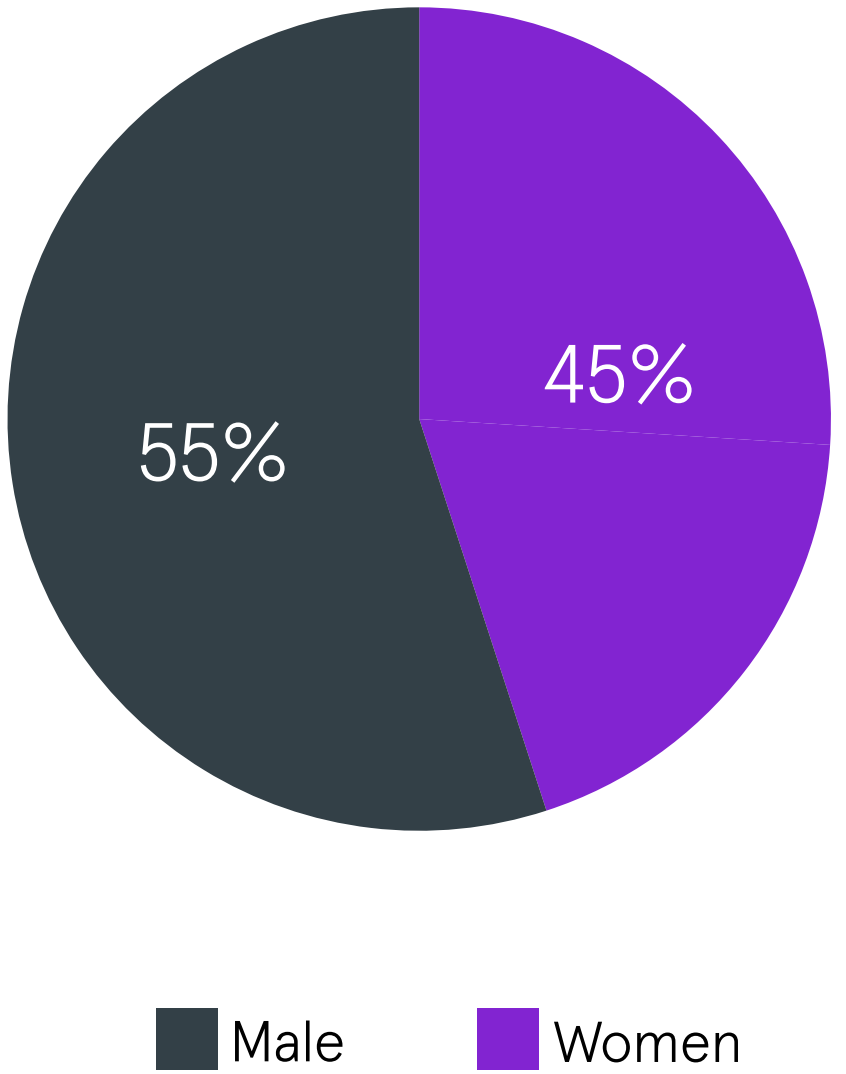
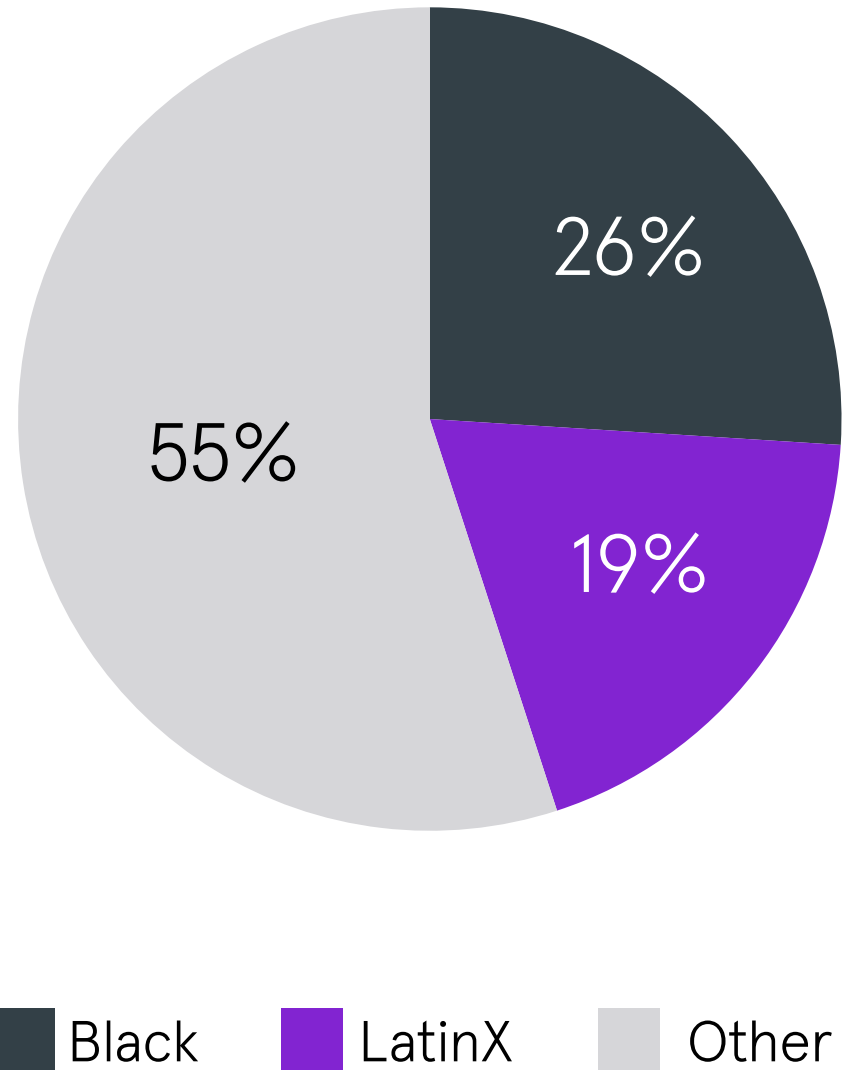
### Hispanic Serving Institutions

- University of Texas, Austin
- University of Central Florida

# An award-winning internship

Since 2015, the Asurion Early Careers team has partnered with several of the institutions and educational groups above to recruit a diverse set of interns. In 2021, this award-winning program included students who were:

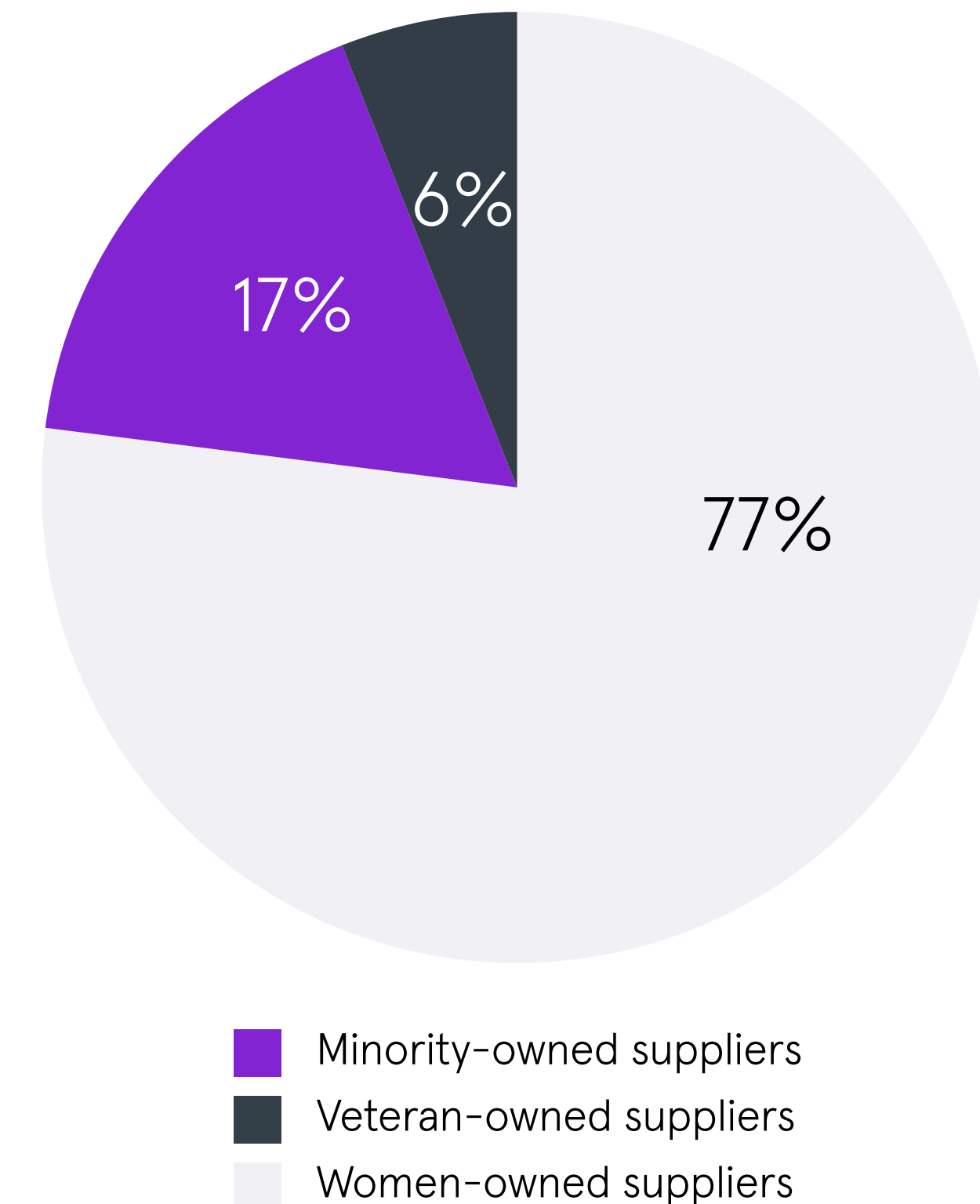
- ✓ **45% Women** (and over half of these female interns were in Tech and Product)
- ✓ **26% Black** (the majority of which were also in Tech and Product internships).
- ✓ **19% LatinX** (which marked a 16% increase from the number of LatinX interns in 2020).



# Choosing the right suppliers

We strive to achieve diversity and inclusivity in our community partners and our suppliers. In 2021, we grew our supplier diversity program by:

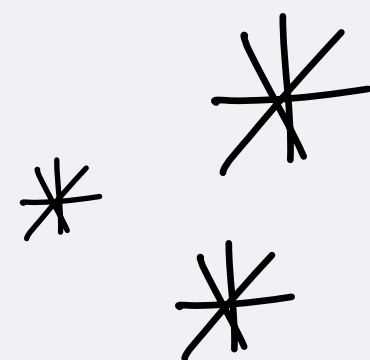
- ✓ Partnering with the National Minority Supplier Development Council and Women's Business Enterprise National Council.
- ✓ Publishing a spend dashboard and quarterly update report for key stakeholders.
- ✓ Doubling our total diverse spend compared to 2020 to reach \$17.2 million.
- ✓ Increasing our diverse supplier spend by \$9.6 million and the volume of our diverse supply base by 4%.



Note: Spend is Invoice Spend and excludes Independent Contractor Invoices and Misc. Invoice Types. If a diversity classification is not defined, then it is assumed to be nondiverse.

# Inspiring Inclusion

By removing the barriers that divide us, we show our current and prospective team members that they belong at Asurion.



88.6%

of people leaders trained to become Certified Interviewers to help mitigate bias in hiring and recruiting.



34.1%

of people leaders trained in Inclusive Leader Foundations to help identify gaps in team diversity.



19

Active Ally workshops were held in 2021, which provided a closer look at marginalized groups and how to advocate for them.



26

#BeBold® sessions held in 2021, which fostered open dialogs on current events and topics typically avoided in the workplace.



## Women in tech

Our global representation of women in tech careers and tech leadership increased significantly—and in our former Tel Aviv office, we saw a 42% increase in female new hires and a 20% increase in women in engineering.



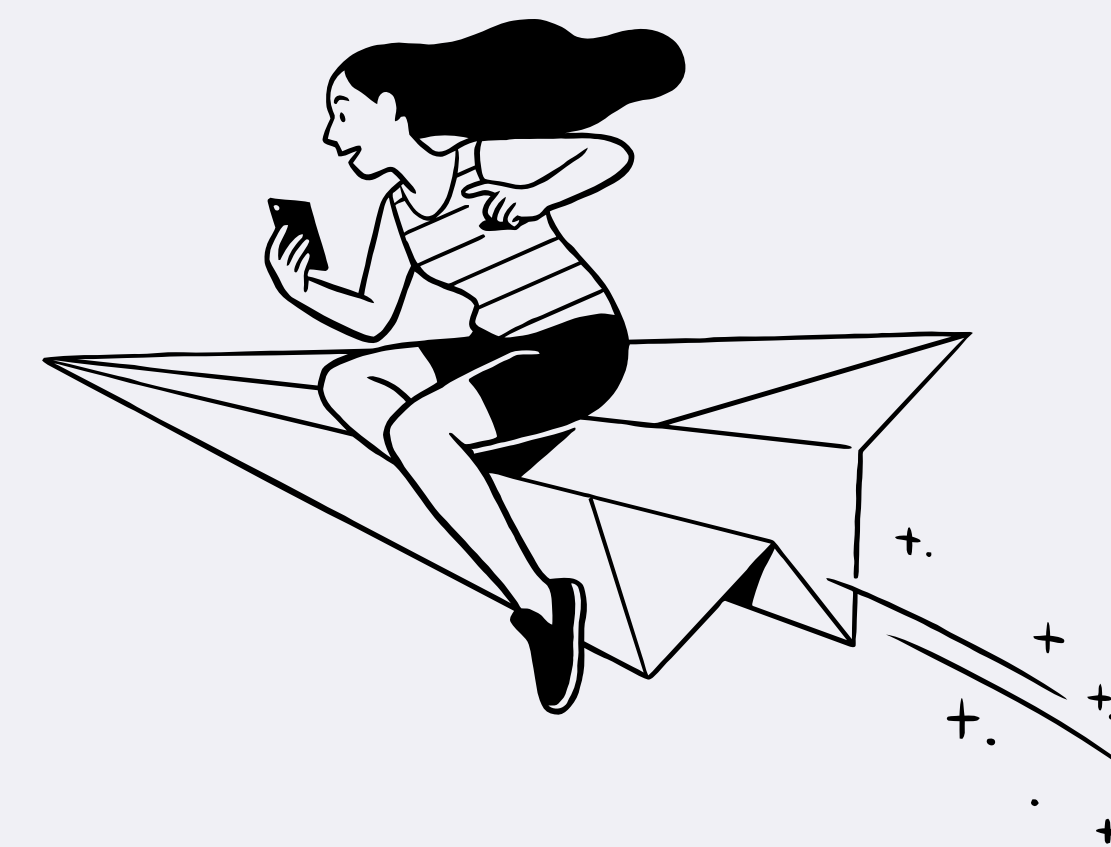
## International celebrations

We hosted several international events in 2021, but of note was International Women's Day. Employees in Australia, Korea, Taiwan, Hong Kong, and others celebrated with Active Ally trainings, workshops, and more.



## Immigration pilot program

Our Atlantic Immigration Pilot Program helped 19 employees in Canada become permanent residents in 2021, and endorsed another 21 applicants. These employees are now coaches, coordinators, and soon-to-be leaders.



# Diversity recruiting efforts

Asurion requires all hiring managers to become Certified Interviewers and has pushed for more diverse interview panels during the recruitment and hiring process. In 2021, we also incorporated:

- ✓ **Seek Out**—a tool that helps us improve diverse representation in talent pools by leveraging intelligent search methods.
- ✓ **Talent Neuron**—a tool that compares Asurion's diversity employee pool to that of the national candidate pool in the software engineer space.
- ✓ **Code Path**—an organization that provides STEM training, tutoring, and more to underrepresented groups and has produced seven Asurion interns.



# Asurion apprenticeships

As the first of its kind in the state of Tennessee, our apprenticeship program is truly making an impact not only at Asurion but in the community.

In 2021, we added the Product Design Apprenticeship alongside our award-winning Software Engineering Apprenticeship. These programs provide free hands-on, technical training for frontline employees to advance and transition into professional careers.



65%

Ethnically diverse

53%

Female

70%

Some college education

35%

Over 35

83%

From Customer Solutions

# Cultivating commUnity

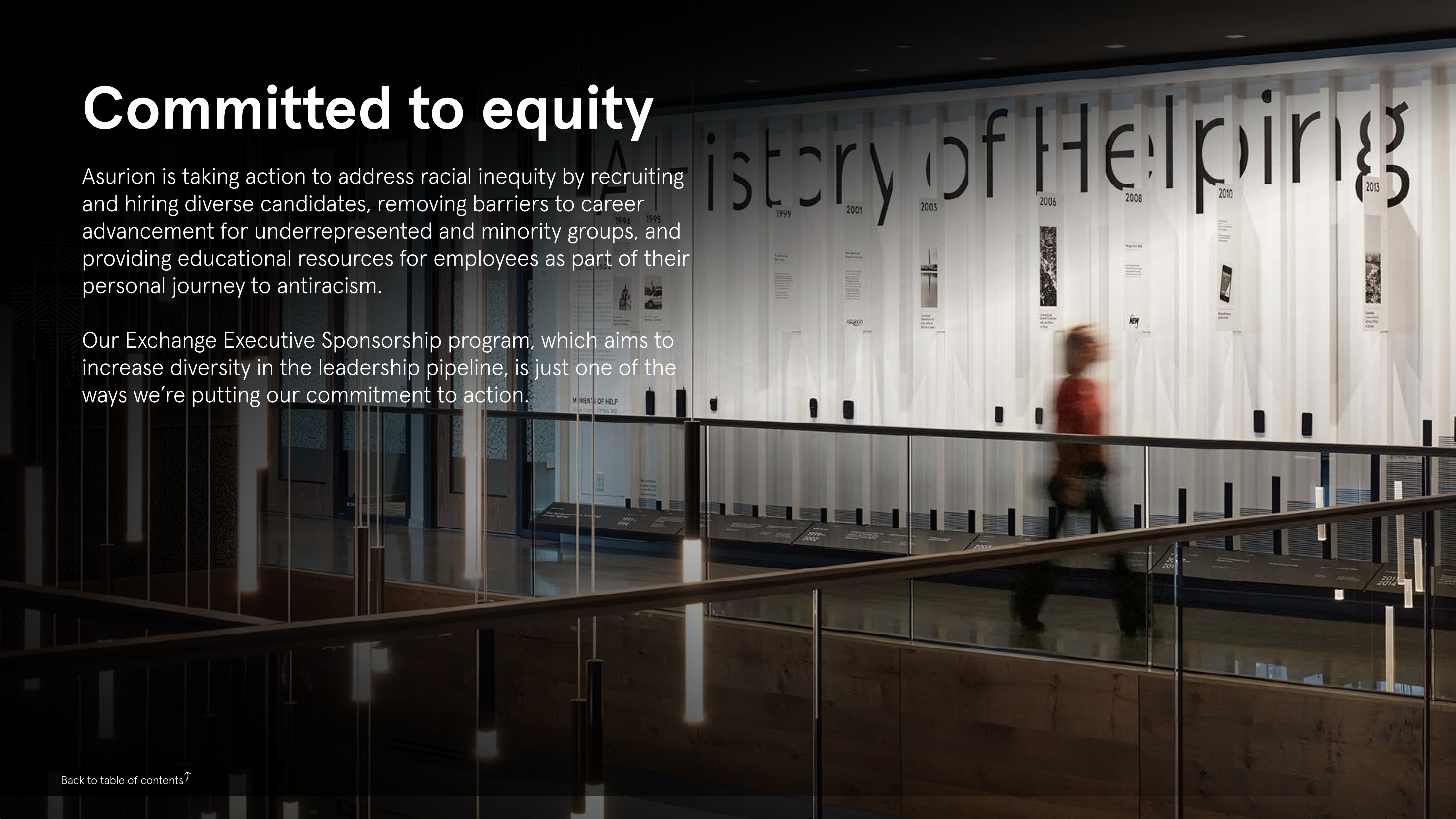
We take a stand for what we know is right and lead our teams, commUnities, and industry by example.

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# Committed to equity

Asurion is taking action to address racial inequity by recruiting and hiring diverse candidates, removing barriers to career advancement for underrepresented and minority groups, and providing educational resources for employees as part of their personal journey to antiracism.

Our Exchange Executive Sponsorship program, which aims to increase diversity in the leadership pipeline, is just one of the ways we're putting our commitment to action.



# Committed to equity



Asurion donated **\$1 million to National Urban League** affiliates in Middle Tennessee, Houston, and Phoenix in October 2021 to support education and workforce development in the tech industry.



Asurion developed the **Software Engineer and Product Design Apprenticeships** to provide technical training to talented frontline employees and enable them to advance to one of our most sought-after professional roles. All participants in our 2020 Software Engineer program graduated and became Associate Software Engineers.



Asurion launched a new **Data Science scholarship program at Nashville's Fisk University** with a \$200,000 investment. Each year, four to six students pursuing Computer or Data Science majors will be identified as Asurion Fisk Scholars.



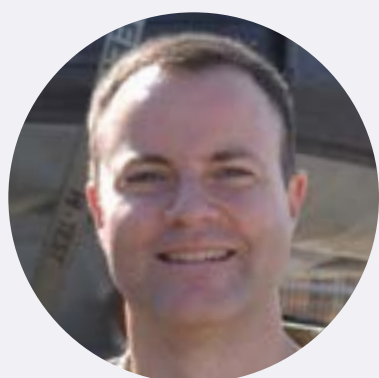
Asurion educated its employees on topics related to its **Call to Action for Racial Equity**, an executive-led initiative focused on addressing social and systemic barriers that result in disparate outcomes for African American and Black individuals. It also launched development and sponsorship programs for underrepresented talent (i.e., Ignite and Exchange).

# Congratulations to our 2021 commUnity Award Winners



**Jennifer Redican**  
**Awarded for leadership**

Jennifer chaired the Remote ERG and was responsible for bringing multiple ERGs together for events such as the Virtual North Pole.



**Mark Minutillo**  
**Awarded as a team player**

Mark ensured VSG members had meaningful engagement opportunities through partnerships with Hire Heroes USA and Operation Gratitude.



**Benjamin Acevedo**  
**Awarded as a MVP**

Benjamin served as HOLA’s employee development co-pillar lead and vice chair, and was essential to its growth and success.



**Roopa Chanappa**  
**Awarded for site/dept.**

Roopa was the driving force behind the creation, strategy, and success of the IDEA ERG, shedding light on Indian descendants and their culture.



**Helena Arias**  
**Awarded as a Valued Ally**

Helena played a vital role as a program manager for WIN, while she also served in the HOLA ERG and the Hope American Sign Language club.



**Cassie Bush**  
**Awarded for volunteering**

Cassie was instrumental in planning MLK Week of Service for BEST and engages volunteers across the country so that events run smoothly.



## Join our team

If you're not yet a part of our team, check out [Asurion Careers](#) to find out more about our Diversity, Equity, and Inclusion initiatives and how you can get involved once you apply.



## Join our efforts

Thousands of Asurion employees have chosen to Be EPIC and help make our workplace and world a better place. Ready to join them? [Opt in to an ERG](#) or [take the pledge now](#).

# asurion

Learn more at [asurion.com/diversity-equity-inclusion/](https://www.asurion.com/diversity-equity-inclusion/)