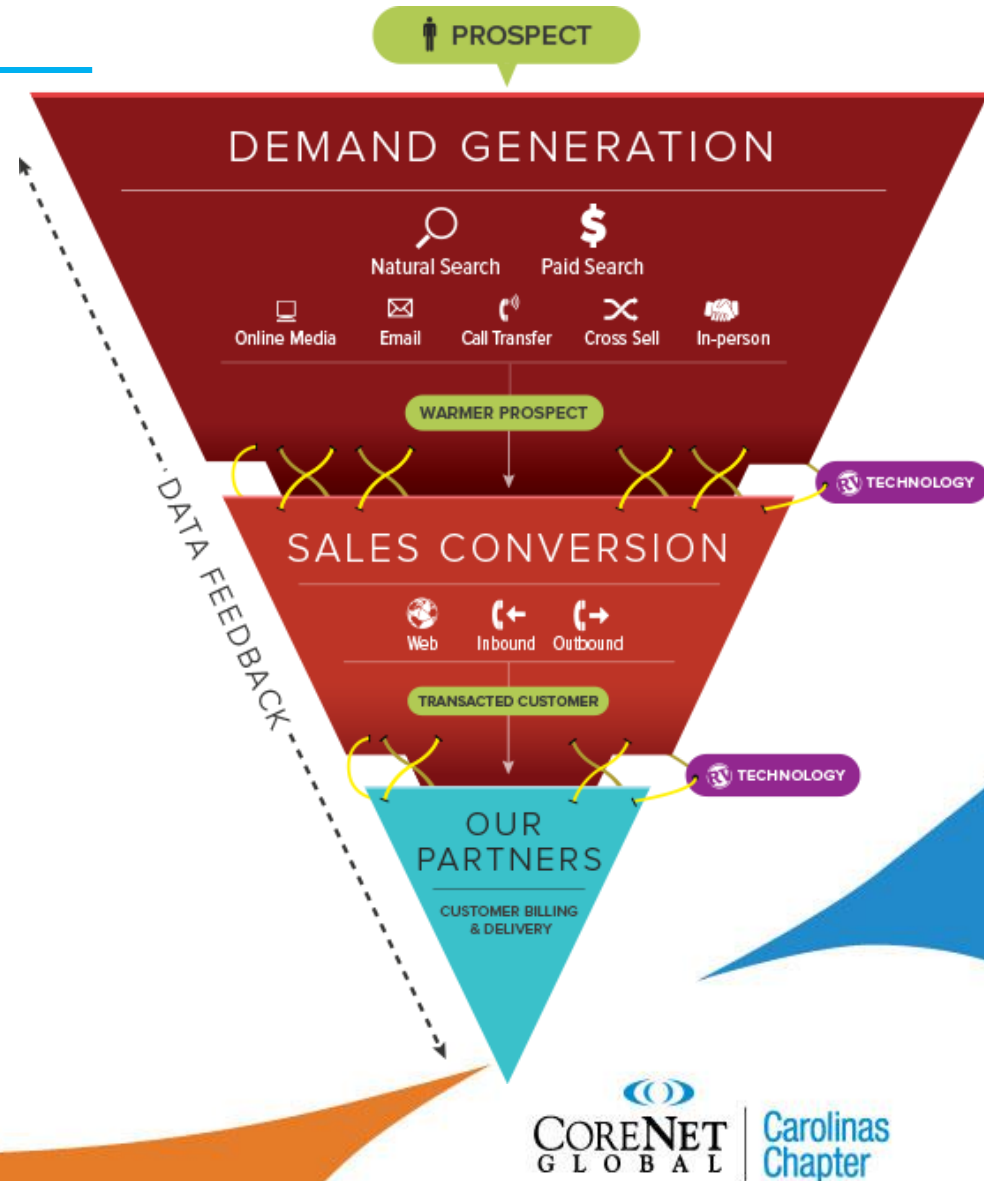


RED | **VENTURES**

“Customer Satisfaction”
A Growth Journey

Who is Red Ventures?

- Marketing technology-fueled platform that works with consumer service providers across a variety of industries to take on a key function of their business: customer acquisition and customer lifetime value enhancement
- Team of over 2700 people in Charlotte, NC; Waltham, MA and Sao Paulo, Brazil
- Named one of the top 10 “Best Places to Work” in Charlotte for the last 7 years
- Private company partnered with private equity firms General Atlantic and Silver Lake





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Who we were vs. Who we are.



Who we were vs. Who we are.



"We shape our
buildings,
thereafter they
shape us"
- Winston Churchill



What was important to our team?

- Team collaboration
- Transparency
- Flat corporate structure
- Work Hard, Play Hard
- Convenience for employees
- Giving back through our facilities

“We wanted to create a place where people enjoy coming to work everyday.”

– Ric Elias, CEO











Lessons Learned

- Take the time to ASK employees what is important to them
- Speed trumps perfection 99% of the time
- Don't be afraid of empty space
- Flexibility / easy reconfiguration
- Need for "One Culture"



















What's next for Red Ventures?

- Projecting to grow to over 4,000 employees in the next few years
- Breaking ground in October 2015 for “Building 4”
- Most expansive, multi-purpose facility built to date
- Evolution of our priorities reflected in “Learning & Development Center”

Come check it out!



Questions?

Please reach out to pdenning@redventures.com or visit

www.RedVentures.com