

# Company Culture: MonetizeMore

# What is Company Culture?

# Company Culture

noun | cul·ture | \ 'kəl-chər \

the set of shared attitudes, values, goals, and practices that characterizes an institution or organization

# Why We Care about Culture?



“Culture is to recruiting as product is to marketing.”



A culture that attracts  
high-talent can lead to  
**33% higher revenue.**

(Source: Gallup)



# Company Mission & Values





# Company Mission

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“Empower ad monetized publishers.”

*Big Hairy Audacious Goal:*

Become the #1 ad ops platform by achieving 25% market share of the top 1000 ad monetized publishers





# Core Pillars

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## Reliable

Do what you say you will do. Your word is the most valuable thing that you own, and you must recognize this. Promises should be made very carefully, and time estimates must be made deliberately.

## Enterprising

You must be resourceful and a creative problem solver. You are considered an entrepreneur and need to bring your ideas forward to improve the company. Your higher-level perspective creates a positive impact and a virtuous cycle of improvement that benefits everyone. Everything is earned.

## Kaizen

This is the ideology coined by Toyota that believes that everything can be improved and deserves to be improved. You must strive to improve yourself and aspects around you at least a little bit every day. You should look at every aspect of the company and have the top-of-mind question in your head, "How can this be improved?"

# Who Makes Up Our Company







An aerial photograph of a suburban neighborhood with a blue overlay box. The background shows a mix of residential houses with red and brown roofs, green lawns, and some commercial buildings. A road and a railway line run through the scene. The blue overlay box is centered and contains white text.

**[250+]**

Total Employees

**[12+]**

Nationalities



# Our Employees 5 Cultural Values

1

**Be Empathetic**

*In order to empower ad monetized publishers, we first need to understand their perspective.*

2

**Be Balanced**

*Invest in yourself and bring a healthy disposition to your role.*

3

**Be Tactful & Polite**

*Treat others like you would treat yourself.*

4

**Be Consistent**

*Your decisions matter, trust your gut and be consistent.*

5

**Be Intrepid & Effective**

*You're here for a reason, don't be afraid to break the mold.*



# Our Founder

## Kean Graham

Kean is the Founder & CEO of MonetizeMore. He started MonetizeMore in 2010 with the goal to build a bootstrap business that would dramatically increase ad revenues for publishers. Over the years, Kean has perfected the proprietary MonetizeMore ad optimization model and now increases ad revenues for hundreds of publisher networks in over 40 countries.

Kean is an avid sports enthusiast and an even more passionate guy about traveling. He lives his dream of traveling the world and growing MonetizeMore. Kean believes that everyone on the MonetizeMore team should have location and time freedom.

This means each team member can set their schedules and work from anywhere in the world. This is the lifestyle Kean has created for himself, and he believes each team member deserves a similar work lifestyle.



# Executives



**JULIO MONZON**  
**PRESIDENT & COO**



**DAVID LOSCHIAVO**  
**CHIEF PRODUCT OFFICER**



**JOSE ZARAZUA**  
**CHIEF TECHNOLOGY OFFICER**

# How We Prioritize Employee Development & Wellness

# Employee Development & Benefits

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We're building a culture at MonetizeMore where you can grow your skills and career.

*Our list doesn't end here, we also provide:*

- *Virtual Work-out*
- *Online Yoga Class*

*and many more....*



**In-person and  
virtual Company Retreats**



**Equipment Reimbursement**



**Educational Webinar Series**



**Leadership Training**



# Employee Wellness

**We're building a culture at MonetizeMore that promotes happy, healthy employees.**

*Our Recognition Programs are structured to highlight and recognize the exceptional work our employee do.*

- *Annual Members Awards*
- *Quarterly Bonus*
- *Performance Appraisal*  
*and many more....*



**Mental Health Awareness Workshops**



**Free online counseling session (EAP)**



**Employee Recognition Programs**



**Health & Dental Insurance**



**Why We Love Working Here**



## **Ayessa Fuentes**

Team Captain

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“I've only been here for over a year, and yes, I can already say I'm proud to be part of M2. I learned and discovered skills that I was never familiar with. The company invests in development to broaden our knowledge. A company that promotes teamwork and growth.”



## **Ronie Padronia**

Operations Team Lead

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“I started my career here at M2 in September of 2019 as a Data Entry Specialist and got promoted as the Team Lead of Operations a year after. My employment at M2 is smooth because of the trust and support of my colleagues and leaders. ”



## **Vihar Popat**

Engineering Manager

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“Since M2 is a completely remote company since its inception, working with people across the globe, and learning about different cultures and their work habits is something that I think has definitely helped me in my personal growth plus during retreats you get that chance to meet these awesome people across the globe.”

**Join our growing team...  
head over to our career page to apply.**