

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

“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

Reliable

Strive to keep your commitments and meet deadlines that you set. Your word is important, and it's crucial to recognize its value. Make promises thoughtfully and provide time estimates carefully, setting proactive deadlines to ensure timely completion.

Enterprising

You must be resourceful and a creative problem solver. You are recognized as an intrapreneur within the company, proactively bringing forward your ideas to drive improvements. Your higher-level perspective creates a positive impact and fosters improvements that benefit everyone.

Kaizen

The ideology 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





[270+]

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

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 Purchase Support



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 employees 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

"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

"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

"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.