

# 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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To become the highest value product suite for rising stars of all major channels by creating ad tech solutions:

- Protect & Grow Long-Term Revenues
- Ad Inventory Transparency & Ownership
- Fraud Mitigation & Protection
- Diagnosing Live Issues in Publishers' Ad Inventories

*Big Hairy Audacious Goal:*

To achieve \$100M USD in Annual Net Revenue by 2032.





# Core Pillars

## Integrity

We want to build products and services for our publishers with integrity. But integrity is also about building excellent relationships with each other; be someone your teammates and leaders can trust.

## Enterprising

Dare to Be Bold. The doors open to those who are bold enough to knock. Stand and be counted. Use your voice. Release the creative side of you.

## Kaizen

“Change for better”.

Everyday we’re asking for ourselves and for our publishers - “What can we change for the better?”

## Collaboration

If you want to go fast, go alone. If you want to go far, go together. MonetizeMore is an ecosystem. Each of us must think about how our actions affect the big picture.

**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

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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 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

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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.**