Company Culture: MonetizeMore

Company Culture

**noun| cul·ture | \ ˈkəl-chər **

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

Why We Care About Culture?

MonetizeMore

"In a remote-first world, culture is our shared workspace. It's what gives meaning to the miles between us and unites us as one team."

MonetizeMore

A strong workplace culture makes employees almost

4× more likely to stay.

(Source: SHRM)

Company Mission & Core Pillars

Company Mission

Empowering rising star performance marketers directly and indirectly via the highest-value multi-channel ad tech by providing transparency, seamless control, revenue protection so they can monetize more aligned to their goals.

Big Hairy Audacious Goal:

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

Core Pillars

Integrity

We act with honesty and accountability, building products and relationships our teammates and publishers can trust.

Enterprising

We are bold thinkers who speak up, take initiative and unleash data driven creative solutions that move the business forward. We have a bias for action and are relentlessly resourceful.

Kaizen

We believe that everything can be improved and deserves to be improved. We look to ourselves first to improve. That gives us the foundation to enhance results for our customers via innovative tech, experimentation and great customer success.

Collaboration

IfIf 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 or inactions affect our team, M2 as a whole, our customers and our industry.

What Makes MonetizeMore Unique?

Our Employees 5 Cultural Values

01

Be Empathetic

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

02

Be Balanced

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

03

Be Consistent

Your decisions matter, trust your gut and be consistent.

04

Be Tactful & Polite

Your decisions matter, trust your gut and be consistent.

05

Be Intrepid & Effective

Your decisions matter, trust your gut and be consistent.

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.

Employee Development & Wellness

Employee Development & Benefits

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

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...

In-person and virtual company retreats

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MonetizeMore

Why We Love Working Here

MonetizeMore

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."

MonetizeMore

Join our growing team.

Head over to our career page to apply!