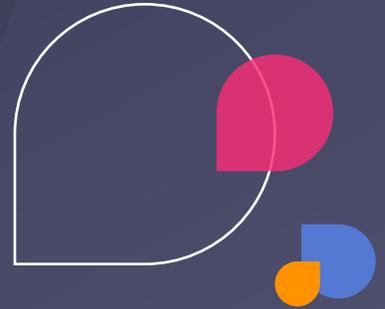
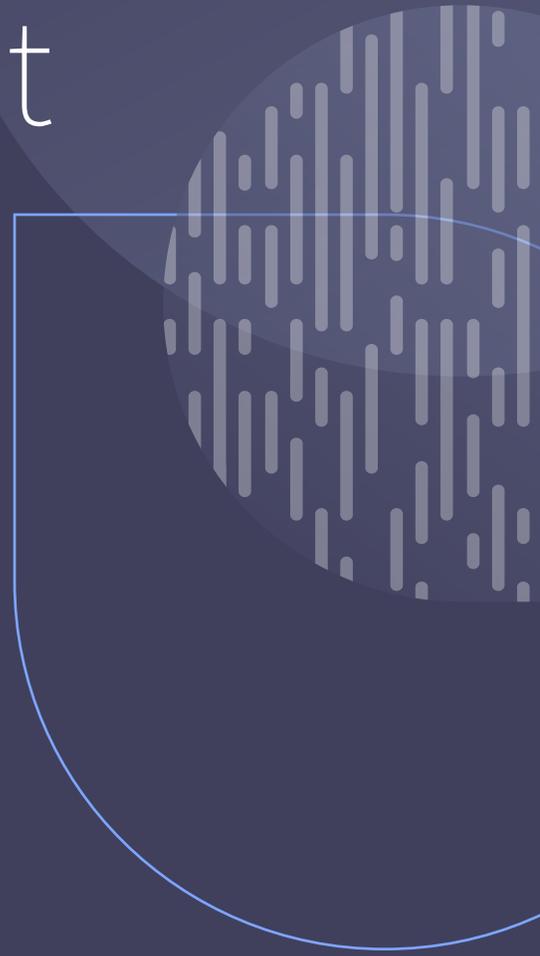


TRANSFORMING WORKPLACE CULTURE



emtrain

Press Kit





What is Emtrain?

Emtrain is a workplace culture platform that provides online content, expert guidance, and analytics to create healthier organizations. Emtrain partners with industry experts and uses current events to teach on topics such as sexual harassment, unconscious bias, and business ethics.

Founded by Janine Yancey in 2006, Emtrain is a bootstrapped, woman-owned and women-led company, with locations in San Francisco and Sacramento.

Our Customers

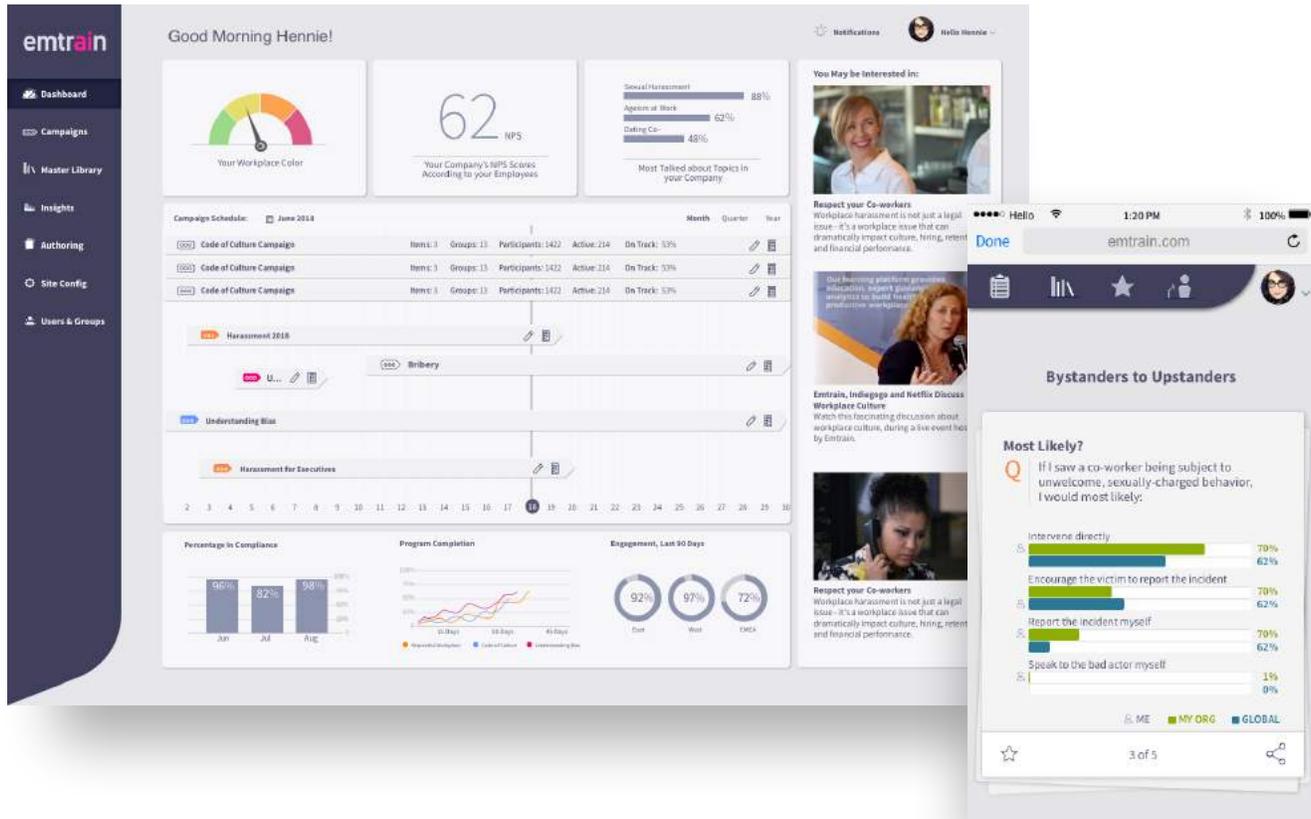
More than 800 culture-focused companies use Emtrain's innovative platform, including:

NETFLIX



BuzzFeed

UBER



What We Offer

Our cloud-based platform requires no infrastructure or dedicated administrator to support. Our offerings include:

Online Education Programs:

Our interactive online education programs go beyond check-the-box compliance to deliver the industry's most authentic and measurable learning experience. With cinematic video scenes, social polling exercises that solicit culture feedback, integrated expert Q&A, and a focus on practical guidance and building workplace people skills, Emtrain programs are designed to measurably change behavior.

Designed for mobile, our online content provide users with unprecedented control over when, where and how they engage. We can align the Emtrain learning experience to any company's unique culture and the needs of that specific workforce, industry and company priorities. Our interactive programs include preventing workplace harassment, code of conduct, unconscious bias training and other culture influencing topics.

[View a list of all of our programs here>>](#)

Microlessons:

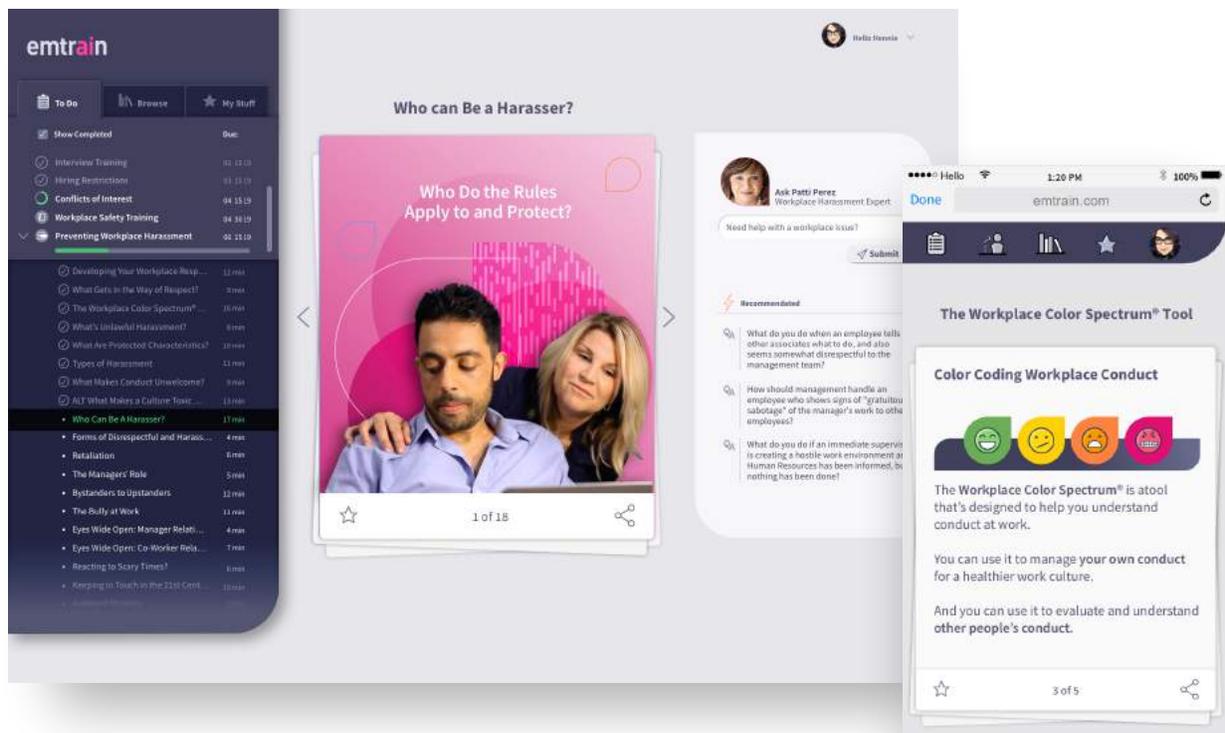
Comprehensive learning programs are an essential component to changing behavior and developing skills. But you don't build knowledge or a skill through a one and done experience. Skill building takes repetition and practice, which is why microlessons are an equally important component of any learning initiative. Our library of video-based microlessons allows you to maintain a dialogue around a given topic with 3-5 minute blasts that can address a single timely concept in the news, or allows you to assemble and deploy a variety of microlessons for a campaign on a topic. Our video-based microlessons are templates in that they provide the rich media and a suggested learning message that can be customized to fit your specific needs. Examples of our microlessons are: politics at work, what to do when a co-worker's social media impacts your work, avoiding unconscious bias in interviewing, using EQ to resolve conflicts, and hundreds of others.

Emtrain AI:

Our revolutionary workplace culture platform is designed to complement existing learning and HR Platforms to provide employers rich insights and business intelligence into their culture, including trending concerns and risk management issues. The platform allows the development and execution of campaigns in a matter of minutes, and the Culture Analytics functionality can help HR leaders identify potential culture issues in real time.

Emtrain EM:

A free expert-driven Q&A platform where users submit questions about workplace issues and Emtrain's neutral domain experts provide general guidance and information. This free service provides a great benefit to both employees and employers. Employees get a channel for trusted, easy guidance and employers get the benefit of volumes of de-identified employee generated questions that are summarized into key findings on trending culture concerns.





Emtrain Leadership & Media Contacts

Emtrain is home to a range of workplace culture experts, each with a deep knowledge of current HR and compliance laws and a passion to promote diversity and inclusion by battling sexual harassment, unconscious bias, unethical decision-making and other issues that are indicators of a toxic workplace culture.



Janine Yancey, Founder & CEO

Janine founded Emtrain after helping solve labor and employment problems for high tech firms including Google, Intuit and a variety of startups. She is an expert in workplace laws, and an advocate for using behavioral science and data analytics to solve issues related to real-time harassment, bias, discrimination, and ethical issues. She can speak to topics related to Emtrain's growth and direction, as well as lend a unique take on issues faced by today's HR leaders and startup founders.



Heather Jerrehian, Chief Operating Officer

Heather is a serial entrepreneur with 20+ years of experience in structuring start-ups and growing existing businesses. At Emtrain, she leads the operations, finance, sales, and marketing functions for the company, and she can speak to scaling operational and business growth.



Robert Todd, Chief Product Officer

Robert leads product development at Emtrain and can speak to the company's existing solutions, as well as the company product roadmap.



Patti Perez, VP of Workplace Strategy

Patti has an extensive background as a licensed California attorney, a professionally-certified HR executive and a specialist in the prevention and resolution of workplace culture issues. She is the author of "The Drama-Free Workplace" (Wiley, April 2019). She can speak to current HR law and issues related to bias, harassment, and other indicators of an unhealthy culture.

If you would like to connect with any of our leadership team, please contact:

press@emtrain.com or **800-242-6099, ext. 305**



Other Leadership Team Members

- **Bob Benedict**, VP of Engineering
- **Hennie Farrow**, VP of Design & UX
- **Scott Schneider**, Director of Content Products
- **Robee Pilgrim**, Director of Sales Operations

Advisors

Each person listed here has helped build organizations valued at hundreds of millions or billions of dollars. They are creators. And they're advising Emtrain because, like us, they see a need in the market for cloud-based guidance and analytics on workplace culture issues that will move us all forward and make the workplace a better experience for everyone.

- **Robert Dunn**, COO Lacework
- **Frits Haberman**, CEO PicMonkey
- **Steve Roop**, Startup Advisor
- **Don Loeb**, VP Corporate Development and Strategy Techstars
- **Laraine McKinnon**, Talent and Culture Strategist

Additional Emtrain Resources

- [Emtrain 's Workforce Culture Blog](#)
- [Emtrain Press Releases](#)

