

TraceGains Culture



TRACEGAINS

2022

We're in this Together

"We're in this Together" is one of our fundamental values. Since launching TraceGains in 2008, we've built a fantastic company, yet the future is so bright it feels like we're just getting started.

If you're a candidate evaluating TraceGains, you probably have questions about culture. That's good, because sometimes the best people and the best companies aren't always the best match. If they're not, misalignment of culture is often the issue. We like to hire for anniversary dates, not start dates, so please, look this over and ask yourself if our culture is a good fit for you.

Thanks for your time and attention, and we look forward to continuing the conversation.



Gary Nowacki
CEO



TraceGains is a True Mission-Driven Company

A single mission drives everything we do at TraceGains: Revolutionize Information Exchange Across the Supply Chain.

We believe in this mission because it's urgent and critical. First, the supply chain we serve, Consumer Packaged Goods (CPGs) – primarily in the food, beverage, and dietary supplements sectors – is the largest and the most fragmented supply chain on the planet.

The Network is everything.

Taking a page from the playbook of social networks such as LinkedIn and Facebook, TraceGains created the planet's only network for the CPG supply chain. We call it Gather. With TraceGains Gather, customers and suppliers join the network and connect, like social networks. Once they're connected, they exchange information instantly. Customers don't need to badger their suppliers. Instead, suppliers upload information once, and it automatically propagates to all their customers, including new TraceGains customers. We call this PostOnce, and we hold the patent on it.

As we launch new products or expand features of existing products, we always take Gather into consideration.



We're in this Together

1. We encourage everyone to speak up.
2. We debate, then commit.
3. We play nice and don't tolerate jerks.
4. We're transparent and accountable.
5. Creativity and innovation are crucial to our success.
6. We accept that failure is always an option.
7. We take diversity, equity, and inclusion seriously.
8. We have fun as a team.
9. We give back.



We Wow Our Customers

Years ago, we were excited to get our first-ever call from a CPG professional who told us, "I ran TraceGains at my last company and liked it. I'm at a new company and want to bring TraceGains in." Today, this happens at least once a month. In fact, some CPG professionals are now at their third or even fourth company to run TraceGains. We can tell many stories about how customers like our products, but this story is the proof in the pudding.

Customer intimacy and collaboration are essential.

We assembled our first customer advisory group in 2012. We're glad we've invested in customer intimacy and collaboration all these years and countless meetings and discussions later. Today, we have customer advisory groups for strategic and executive topics. We have customer advisory groups for international expansion. We have customer advisory groups for regulations, standards, and forms.

We also launched an annual user conference. The first year, 60 people showed up. Now we draw more than 1,000 attendees every year because CPG professionals understand the mission we're on and how it makes their lives easier.

In addition, we:

- Attend all the most critical events and association meetings to understand our customers' problems.
- Provide a webinar series targeted at helping our customers and prospects learn from their peers and industry experts.
- Offer CSM resources to coach customers on how to achieve their goals with TraceGains.
- Leverage early-adopter customers to aid in product development.

We stay forward-looking – take care of the future, and trust that the present will take care of itself. We choose to act, not react.



Strategic Anchors Reduce Stress

There's a reason software starts with "soft." It allows companies like TraceGains to explore new areas, make changes, or go in a thousand different directions at a moment's notice. Agility's great, but a sheet of paper with no borders can be stressful. At TraceGains, we follow certain North stars or guide rails that make decision-making easier and eliminate stress:

- Networks require standards. And standards make everyone's life easier.
- We choose one-to-many over one-to-one solutions (we don't do custom or one-off solutions).
- We engineer for continuous scalability, self-support, and reduced configuration.

We Take Your Career Development Seriously

- A robust onboarding experience.
- We map career paths for all departments.
- We prefer to promote from within.



TraceGains Offers

- ▶ **Competitive Compensation**
- ▶ **Work Flexibility**
- ▶ **Remote Environment**
- ▶ **Collaboration**
- ▶ **Career Development**
- ▶ **Profit-Sharing**
- ▶ **Stock Options**
- ▶ **Generous Benefits**
(401k, volunteer days, medical, etc)

Together.



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