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BEST PLACES TO WORK

Career & Workplace

Best Places to Work 2022: Everlaw gives employees a new experience every day

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Jasmine Fuller, Everlaw's director of sales enablement.

LIPO CHING | SAN FRANCISCO BUSINESS TIMES

By Diana K. Murphy – Special Projects Editor, San Francisco Business Times
May 5, 2022 **Updated** May 6, 2022 2:28pm PDT

Editor's note: Jasmine Fuller has been with Everlaw for 2.5 years. She's director of sales enablement, a team whose mission it is to build, maintain and scale the environment for a sales organization to grow and thrive. The team aims to offer training, resources, information, coaching and events and manages programs like sales onboarding for new sales team members, global sales enablement and sales communications. Prior to Everlaw, Fuller worked in sales enablement at MuleSoft, which was acquired by Salesforce in 2018. I spoke with Fuller to get a sense of what a "day in the life of an Everlaw employee" was like. Here's what she told me, in her own words.

One of the reasons that I love my job is because no two days are the same. So a "typical" day might not be so typical, and it's because I lead this team that supports our sales organization, and that's over 75 employees. And they're the ones who are selling our cloud-based litigation platform to various law firms, corporations and government entities based across North America, the EU and the U.K.

Tomorrow, for instance, I'm going to be running trainings for some of our newest sales team members. I'm going to be welcoming some of my own new team

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members. We'll be interviewing people on the marketing team. And then I'm also going to be working on a project that's supporting our sales team members work a lot more closely with one another as well as some of their colleagues and other departments here.

One of my favorite things to do is run a training for new hires. I feel super lucky because I get to meet every single new hire who comes in the door and share with them why Everlaw makes so much sense as a product and as a company. So that's just one day, every other day can look very different from that. But there is a ton of variability just because of the nature of the job.

I've been enrolled in our voluntary return to the office program since fall of last year. And it's a program for folks who are comfortable going back to the office, who want to come in. I've been coming in about one or two times a week, which has been really nice for getting to run workshops with people, meeting some of our new hires who are feeling a little lonely, feeling like they could use a little bit more connection with other folks or even to meet with some of my other team members.

Because we have so many people who have started during the pandemic who have never met each other face to face, I like coming in a few times a week. It feels like every time I come in I meet new people and get back to a bit more of that human connection. And then there are days when I'm home and it's completely virtual. It's nice to have balance.

Image: sanfranciscobusinesstimes.com/photos

Jasmine Fuller, center, Everlaw director of sales enablement, and Kevin Kraft, Everlaw product lead, right, interact with CEO AJ Shankar, at the company's offices in Oakland.

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I live really close to the office. On a typical Friday I bike into the office – I have like a 15minute bike commute, which is really nice.

I got into the office, set up my desk and then I joined our weekly sales team meeting – my favorite part is the shoutouts, which was something that we've started in this virtual environment as a really nice way to get more visibility into all the great stuff people are doing across the team. So because we're not in the office, and we can't say oh, yeah, someone just had that great success. We do these weekly shoutouts which is neat.

Then I have a series of meetings, which was not very glamorous. Like many people, a lot of work actually happens in these meetings. So whether it be meeting with our recruiting team planning how we can further build out a pipeline for candidates on the sales enablement team, to connecting with folks and sales leadership to make sure that we're aligned on our priorities can be any number of things that's going on.

The other day, we had a few of our new team members in for lunch and show them around the office. We got to tour them around the 10th floor. Our offices are on the 15th and 16th floors of our building and during the pandemic we've actually built out on the 10th floor as well.

It was kind of cool — a lot of companies were closing their doors and I have friends who are saying I guess I'm fully remote now. I was able to say we're getting bigger.

Everlaw

- **Size category:** 200-499 employees
- **Category rank:** 2
- **Score**: 92.91
- **Top local executive**: AJ Shankar, CEO
- **Headquarters**: Oakland
- **Bay Area employees**: 321
- **What it does:** Cloud-based e-discovery platform that unlocks the collaborative power of litigation and investigative teams.
- **What employees say:** "I feel valued and respected in my company, because I am fairly compensated and feel I am growing professionally and personally in a meaningful way."
- **Tip for keeping culture through challenging times: Employee** experiences through a robust learning and development program to further educational opportunities.

THE LIST

Best Places to Work Large 2022

Score

Rank	Prior Rank	Business name
1	1	Farella Braun + Martel LLP
2	2	Everlaw Inc.
3	3	McMillan Electric

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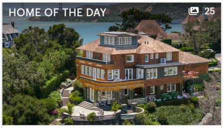

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