



## Diverse Developers. Connected Consumers.

As a marketing software provider to the nation's leading industries, Cierant knows that creating digital consumer engagement requires far more than technical skill. Being able to build a slick platform is one thing, but enabling it to recognize and respond to an individual requires far more than technical talent—it requires diversity of thought.

In order to build solutions that can drive 1:1 engagement, today's software development teams must reflect the diversity of the consumers they are designing for. That is why, as a Woman-Owned Business Enterprise and technology innovator, Cierant stands committed to growing the diversity of their staff and inclusiveness of their culture.



## Empowering Women in Technology.

Cierant Corporation was founded with a vision of creating a workplace where diverse perspectives are not just embraced, but leveraged as the key ingredients of their technology innovation success.

Recognizing that true diversity of perspective requires the inclusion of not just different cultures, but different genders, Cierant missioned to implement female-friendly hiring practices. The quest for women with software engineering talent wasn't based solely on an impressive work background or outstanding coding skill though. Instead, they looked for specific character traits, such as a willingness to take risks, have a voice and inspire the growth of others. They looked for bold, unintimidated women, eager to break the mold and bring their full potential to the forefront.

Today, as a result of their unique hiring practices, inclusive culture and "can do" spirit, Cierant is not only owned by a woman, but led by a 70% female management team and 67% female staff. In fact, the company has been comprised of at least 65% women for over a decade now and their female Director of Development has overseen the design and development of Cierant software applications for over 12 years.

Serving as a shining beacon of the tremendous business value women offer, Cierant has recently expanded their business into Virginia and is in the process of launching the industry's first zero-based budgeting platform for marketers.

While Cierant's leading ladies will never stop shattering business hierarchies, their software solutions will never stop shattering technical and creative barriers.



Cierant is ISO 27001:2013 certified.

