




HubSpot

# HubSpot 2020 Diversity Report





At HubSpot, we believe in leading with empathy and in helping our customers, employees, candidates, and communities grow better through a culture of transparency. Following our commitment to these values, we're excited to share HubSpot's 2020 Diversity Report.

We're on a mission to help millions of organizations grow better, and that means growing better ourselves to lead the way. HubSpot's annual Diversity Report is a catalyst for our growth as a company and as a team. It's a reflection of our commitment to building a more diverse and inclusive culture, an opportunity to share progress and what's to come, and helps hold us accountable each year on our diversity, inclusion, and belonging (DI&B) journey.

For our fourth annual Diversity Report, we made a conscious effort this year to broaden our reporting categories to include a new section for employees to self-identify their parental status, expanded gender, and LGBTQ+ identities. We believe this development allows us to better represent our global employee base and gain additional context on how we can evolve and improve our programming.

DI&B is more important than ever at HubSpot and we look forward to continuing to grow our efforts in 2020. We want to thank our employees who champion and support our DI&B work, our candidates who ask questions and give feedback to make us better, and our leadership team who help keep our efforts on track while working tirelessly to build a company future generations can be proud of.

We appreciate you taking the time to read HubSpot's 2020 Diversity Report, and for the ideas and input that help HubSpot grow better.

## Terms & Definitions

Every company shares data a little differently. Here are some terms you'll see that HubSpot uses to analyze and publish our data:

- **2019 Report Cohort:** Referring to our last published Diversity Report, which included snapshot employee data as of January 15, 2019
- **Today's Cohort:** Referring to our current data with a snapshot of active employees as of January 10, 2020
- **New Hires:** Includes all hires made from January 1, 2019 until January 10, 2020

To better communicate our analysis to readers who may not be familiar with our team breakouts, this data is based on the following criteria:

- **"Technical Roles / Tech":** HubSpot's Product, Engineering, or Business Enablement teams
- **"Non-Technical Roles / Non-Tech":** HubSpot's Customer Support, General & Administrative (G&A), Marketing, Sales, and Services teams
- **"Leadership":** All employees with one or more direct reports, regardless of title or management level
- **"HELM":** HubSpot Executive Leadership team

## The Fine Print

Our numbers reflect the HubSpot employee population as of January 10, 2020. At this time, we had 3,412 full-time employees worldwide, with 2,204 located in the United States.

Gender and Age data is global and Ethnicity data is US only. Consistent with past reports, the data does not include employees who chose not to self-identify during onboarding. Ethnicity reflects the EEO-1 categories required by the US government reports; we understand that these are imperfect categorizations of both race and ethnicity. This report doesn't capture other forms of diversity we are actively working on at HubSpot, such as ability, veteran status, and neurodiversity, to name a few.



## A note on our self-identification process

As new HubSpotters join our team, they're asked to provide a variety of onboarding information, including the following self-identification attributes:

### Gender (Global):

- Male
- Female
- Gender Neutral
- Decline to Identify

### Race/Ethnicity (US only):

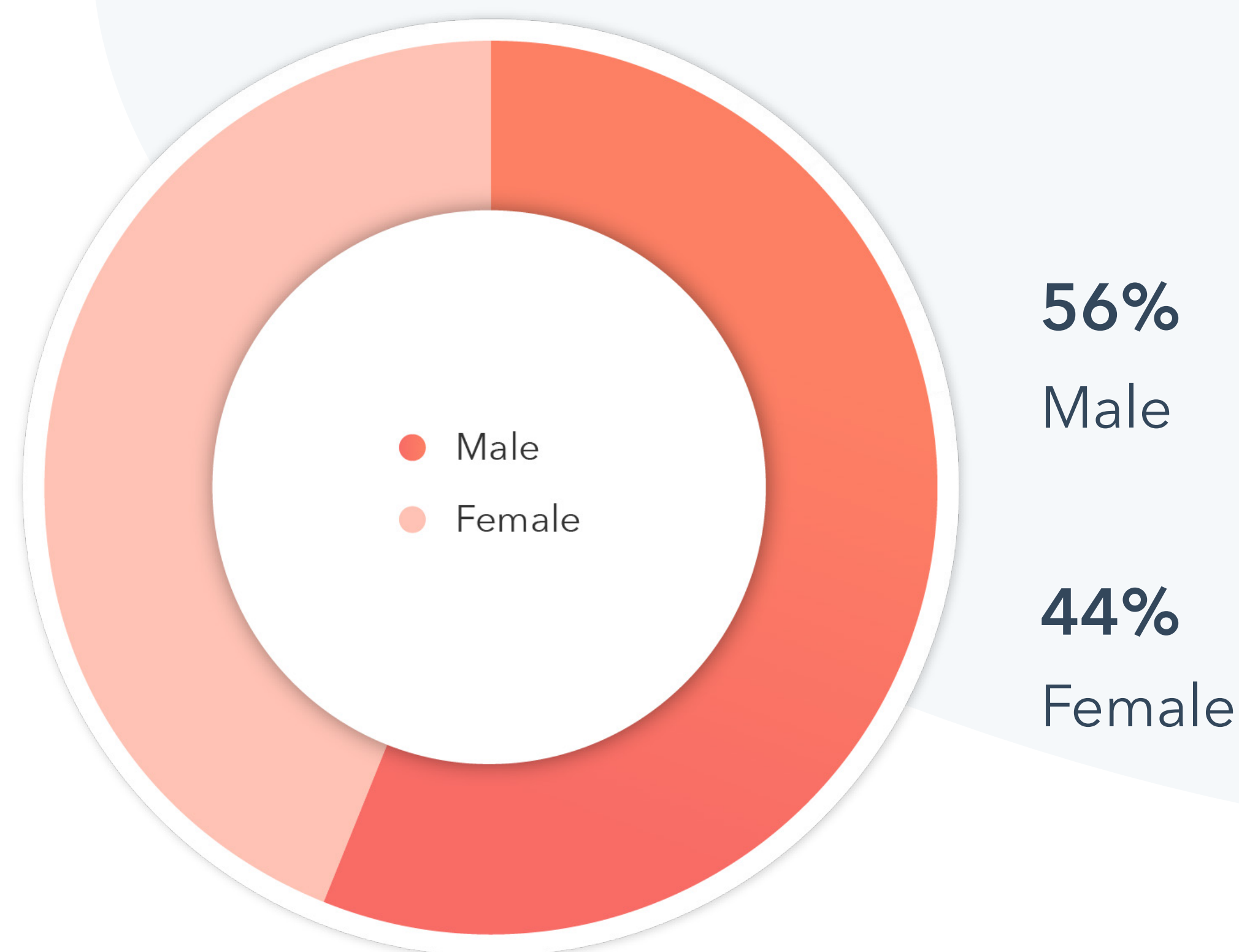
- American Indian/Alaska Native
- Asian
- Black or African American
- Native Hawaiian or other Pacific Islander
- Hispanic or Latino
- Two or More Races
- White
- Other (the options do not describe my race/ethnicity)





# Representation by Gender

Today's Gender Distribution - Company-Wide



## By Team

TEAM	Jan 2019 Report		Today		YOY % CHANGE (FEMALE)
	FEMALE	MALE	FEMALE	MALE	
Business Enablement	30%	70%	32%	68%	2% ▲
G&A	69%	31%	66%	34%	-3% ▼
Marketing	60%	40%	61%	39%	1% ▲
Product & Engineering	27%	73%	27%	73%	0% —
Sales	36%	64%	37%	63%	1% ▲
Services	56%	44%	58%	42%	2% ▲
Customer Support	54%	46%	56%	44%	2% ▲
Company-wide	44%	56%	44%	56%	0% —

Table 1



## By Level

TEAM	Jan 2019 Report		Today		YOY % CHANGE (FEMALE)
	FEMALE	MALE	FEMALE	MALE	
HELM	21%	79%	22%	78%	1% ▲
Vice President	48%	52%	43%	57%	-5% ▼
Director	44%	56%	48%	52%	4% ▲
Manager	47%	53%	48%	52%	1% ▲
Individual Contributor	44%	56%	44%	56%	0% —
Company-wide	44%	56%	44%	56%	0% —

Table 2

## By Tech / Non-Tech

TEAM	Jan 2019 Report		Today		YOY % CHANGE (FEMALE)
	FEMALE	MALE	FEMALE	MALE	
Tech	28%	72%	28%	72%	0% —
Non-Tech	50%	50%	51%	49%	1% ▲
Leadership	47%	53%	44%	56%	-3% ▼
Company-wide	44%	56%	44%	56%	0% —

Table 3



## New Employees by Team

TEAM	Jan 2019 Report		Today		YOY % CHANGE (FEMALE)
	FEMALE	MALE	FEMALE	MALE	
Business Enablement	40%	60%	25%	75%	-15% ▼
G&A	73%	27%	62%	38%	-11% ▼
Marketing	67%	33%	68%	32%	1% ▲
Product & Engineering	30%	70%	26%	74%	-4% ▼
Sales	39%	61%	39%	61%	-1% ▼
Services	60%	40%	65%	35%	5% ▲
Customer Support	60%	40%	57%	43%	-3% ▼
Company-wide	48%	52%	44%	56%	-4% ▼

Table 4

## New Employees by Level

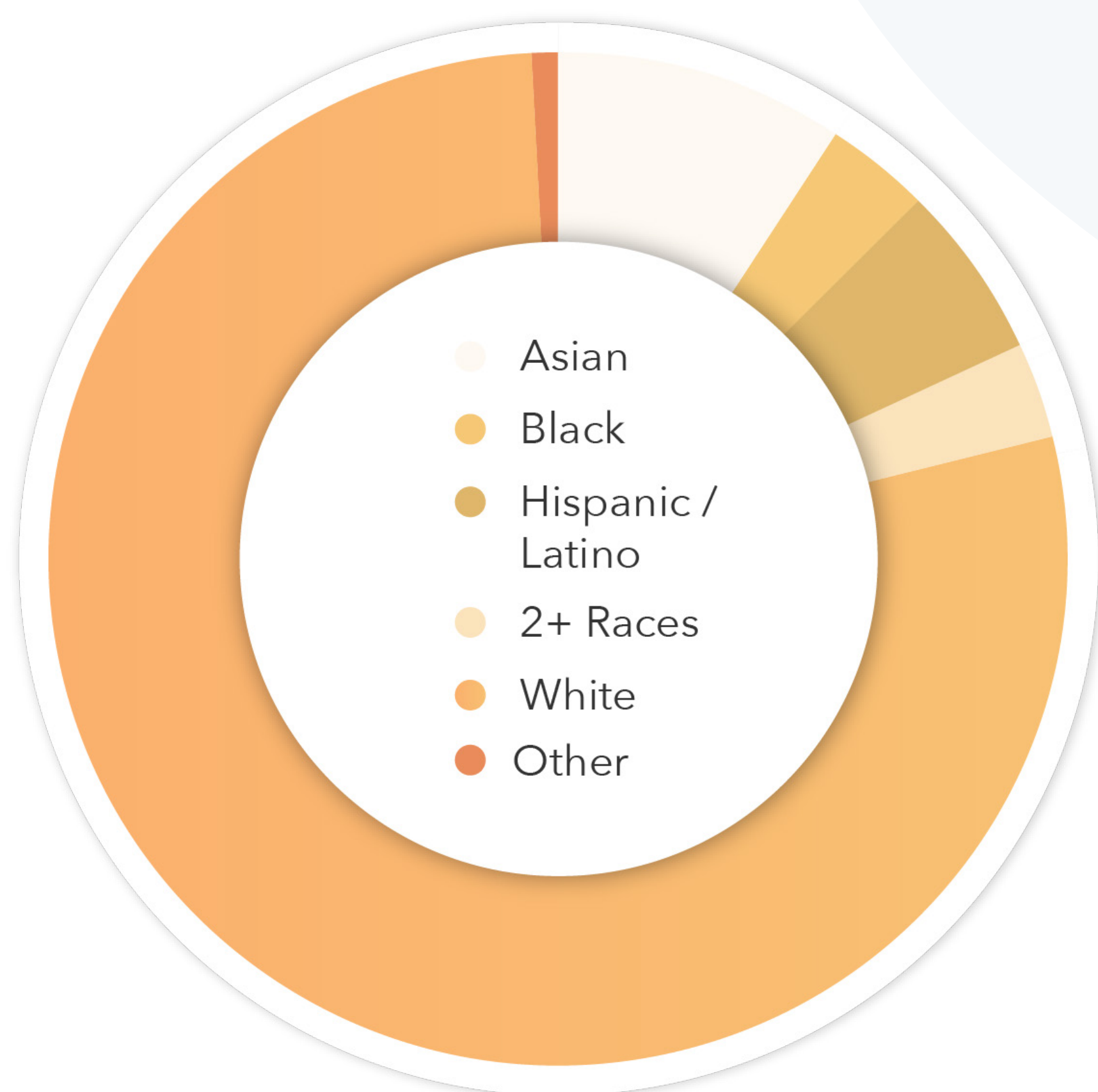
TEAM	Jan 2019 Report		Today	
	FEMALE	MALE	FEMALE	MALE
HELM	50%	50%	100%	0%
Vice President	50%	50%	33%	67%
Director	42%	58%	53%	47%
Manager	62%	38%	49%	51%
Individual Contributor	48%	52%	44%	56%
Company-wide	48%	52%	44%	56%

Table 5



# Representation by Ethnicity

Today's Ethnicity Distribution - US



**0.0%**  
American Indian or Alaskan Native

**0.0%**  
Native Hawaiian or other Pacific Islander

**78.1%**  
White

**9.3%**  
Asian

**5.5%**  
Hispanic or Latino

**0.6%**  
Other (The Options Do Not Describe My Race / Ethnicity)

**3.3%**  
Black or African American

**3.2%**  
Two Races or More



# By Team

Jan 2019 Report

Today

TEAM	MINORITY GROUP	WHITE	MINORITY GROUP	WHITE	YOY % CHANGE (MINORITY GROUP)
Business Enablement	32.0%	68.0%	36.2%	63.8%	4.2% ▲
G&A	18.5%	81.5%	20.8%	79.2%	2.3% ▲
Marketing	16.9%	83.1%	20.0%	80.0%	3.1% ▲
Product & Engineering	25.3%	74.7%	28.8%	71.2%	3.5% ▲
Sales	15.3%	84.7%	15.1%	84.9%	-0.2% ▼
Services	16.6%	83.4%	17.4%	82.6%	0.8% ▲
Customer Support	27.2%	72.8%	23.6%	76.4%	-3.6% ▼
Company-wide	20.5%	79.5%	21.9%	78.1%	1.4% ▲

\*Excludes Decline to Identify

Table 6

## Today

TEAM	AMERICAN INDIAN OR NATIVE ALASKAN	ASIAN	BLACK OR AFRICAN AMERICAN	HISPANIC OR LATINO	OTHER (THE OPTIONS DO NOT DESCRIBE MY RACE / ETHNICITY)	TWO OR MORE RACES	WHITE	NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER
Business Enablement	0.0%	19.0%	7.6%	5.7%	0.0%	3.8%	63.8%	0.0%
G&A	0.0%	11.3%	2.7%	5.4%	0.5%	0.9%	79.2%	0.0%
Marketing	0.0%	8.4%	3.7%	3.7%	0.0%	4.2%	80.0%	0.0%
Product & Engineering	0.0%	16.6%	3.7%	3.0%	1.1%	4.4%	71.2%	0.0%
Sales	0.2%	3.5%	2.2%	7.8%	0.2%	1.2%	84.9%	0.0%
Services	0.0%	4.2%	2.3%	6.1%	1.3%	3.5%	82.6%	0.0%
Customer Support	0.0%	5.8%	4.3%	7.2%	0.5%	5.8%	76.4%	0.0%
Company-wide	0.0%	9.3%	3.3%	5.5%	0.6%	3.2%	78.1%	0.0%

\*Excludes Decline to Identify

Table 7



## By Level

Today

TEAM	MINORITY GROUP	WHITE
HELM	22.2%	77.8%
Vice President	11.1%	88.9%
Director	9.3%	90.7%
Manager	17.7%	82.3%
Individual Contributor	23.2%	76.8%
Company-wide	21.9%	78.1%

\*Excludes Decline to Identify

Table 8

Today

TEAM	AMERICAN INDIAN OR NATIVE ALASKAN	ASIAN	BLACK OR AFRICAN AMERICAN	HISPANIC OR LATINO	OTHER (THE OPTIONS DO NOT DESCRIBE MY RACE / ETHNICITY)	TWO OR MORE RACES	WHITE	NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER
HELM	0.0%	16.7%	5.6%	0.0%	0.0%	0.0%	77.8%	0.0%
Vice President	0.0%	11.1%	0.0%	0.0%	0.0%	0.0%	88.9%	0.0%
Director	0.0%	1.3%	1.3%	2.7%	0.0%	4.0%	90.7%	0.0%
Manager	0.0%	7.0%	3.3%	3.3%	0.9%	3.3%	82.3%	0.0%
Individual Contributor	0.1%	9.8%	3.4%	6.1%	0.6%	3.3%	76.8%	0.0%
Company-wide	0.0%	9.3%	3.3%	5.5%	0.6%	3.2%	78.1%	0.0%

\*Excludes Decline to Identify

Table 9



## By Tech/Non-Tech

TEAM	Jan 2019 Report		Today		YOY % CHANGE (MINORITY GROUP)
	MINORITY GROUP	WHITE	MINORITY GROUP	WHITE	
Tech	26.7%	73.3%	30.0%	70.0%	3.3% ▲
Non-Tech	18.2%	81.8%	18.3%	81.7%	0.1% ▲
Leadership	13.2%	86.8%	13.9%	86.1%	0.7% ▲
Company-wide	20.5%	79.5%	21.9%	78.1%	1.4% ▲

\*Excludes Decline to Identify

Table 10

## New Employees by Team

TEAM	Jan 2019 Report		Today		YOY % CHANGE (MINORITY GROUP)
	MINORITY GROUP	WHITE	MINORITY GROUP	WHITE	
Business Enablement	56.5%	43.5%	60.0%	40.0%	3.5% ▲
G&A	20.8%	79.2%	26.8%	73.2%	6.0% ▲
Marketing	14.6%	85.4%	51.4%	48.6%	36.8% ▲
Product & Engineering	31.1%	68.9%	38.2%	61.8%	7.1% ▲
Sales	22.1%	77.9%	17.4%	82.6%	-4.7% ▼
Services	20.6%	79.4%	26.3%	73.7%	5.7% ▲
Customer Support	36.7%	63.3%	21.5%	78.5%	-15.2% ▼
Company-wide	27.2%	72.8%	28.8%	71.2%	1.6% ▲

\*Excludes Decline to Identify

Table 11



## New Employees by Level

TEAM	Jan 2019 Report		Today	
	MINORITY GROUP	WHITE	MINORITY GROUP	WHITE
HELM	50.0%	50.0%	100.0%	0.0%
Vice President	0.0%	100.0%	100.0%	0.0%
Director	22.2%	77.8%	11.1%	88.9%
Manager	20.7%	79.3%	43.8%	56.3%
Individual Contributor	27.7%	72.3%	27.8%	72.2%
Company-wide	27.2%	72.8%	28.8%	71.2%

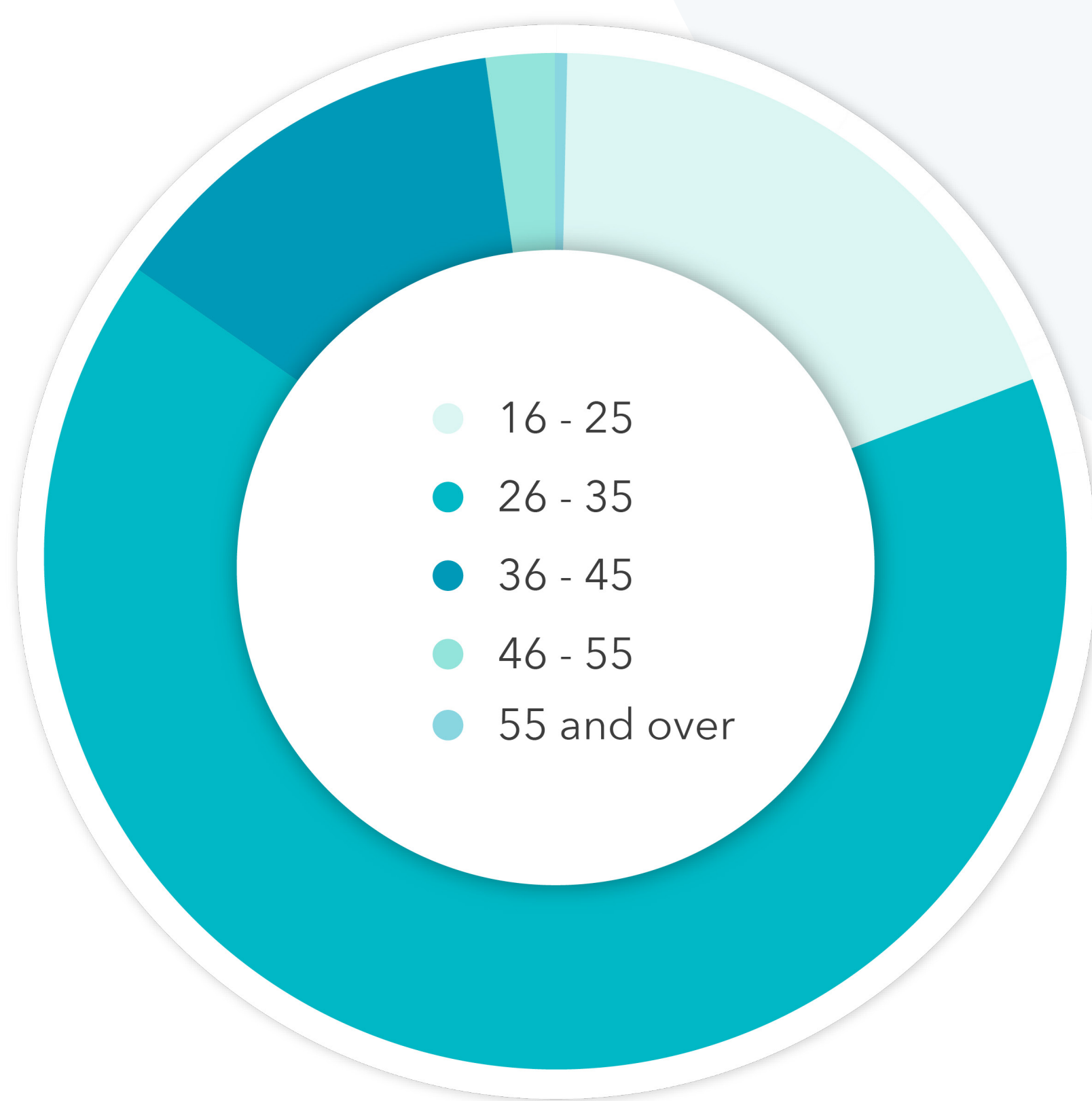
\*Excludes Decline to Identify

Table 12



# Representation by Age

Today's Age Distribution - Company-Wide



19%  
16-25

13%  
36-45

0.5%  
55 and over

65%  
26-35

2%  
46-54





## By Team

### Jan 2019 Report

TEAM	16-25	26-35	36-45	46-54	55 AND OVER
Business Enablement	11%	59%	25%	3.5%	1.2%
G&A	14%	65%	16%	4.6%	1.3%
Marketing	17%	71%	10%	0.9%	0.5%
Product & Engineering	26%	54%	17%	3.0%	0.2%
Sales	18%	70%	10%	1.8%	0.4%
Services	15%	75%	9%	0.2%	0.7%
Customer Support	43%	52%	3%	1.0%	0.3%
Company-wide	21.0%	64.0%	12.0%	2.0%	0.5%

Table 13

### Today

TEAM	16-25	26-35	36-45	46-54	55 AND OVER
Business Enablement	7%	62%	25%	4%	1%
G&A	12%	66%	16%	5%	1%
Marketing	17%	72%	10%	1%	0.4%
Product & Engineering	24%	56%	17%	3%	0.3%
Sales	15%	70%	12%	2%	0.3%
Services	11%	75%	12%	2%	0.8%
Customer Support	41%	52%	6%	1%	0.6%
Company-wide	18.6%	65.2%	13.4%	2.3%	0.5%

Table 14



## By Level

### Jan 2019 Report

TEAM	16-25	26-35	36-45	46-54	55 AND OVER
HELM	0%	5%	53%	37%	5%
Vice President	0%	17%	62%	21%	0%
Director	0%	48%	42%	10%	1%
Manager	2%	76%	17%	4%	0.8%
Individual Contributor	24%	65%	9%	1%	.4%
Company-wide	21.1%	64.4%	12.0%	2.0%	0.5%

Table 15

### Today

TEAM	16-25	26-35	36-45	46-54	55 AND OVER
HELM	0%	6%	39%	50%	6%
Vice President	0%	17%	57%	26%	0%
Director	0%	46%	45%	9%	1%
Manager	2%	72%	21%	5%	0.3%
Individual Contributor	21%	66%	11%	1%	0.5%
Company-wide	18.6%	65.2%	13.4%	2.3%	0.5%

Table 16



## By Tech/Non-Tech

### Jan 2019 Report

TEAM	16-25	26-35	36-45	46-54	55 AND OVER
Tech	22%	55%	19%	3%	0.4%
Non-Tech	21%	68%	9%	2%	1%
Leadership	2%	64%	26%	7%	1%
Company-wide	21.1%	64.4%	12.0%	2.0%	0.5%

Table 17

### Today

TEAM	16-25	26-35	36-45	46-54	55 AND OVER
Tech	20%	57%	19%	3%	0.4%
Non-Tech	18%	68%	11%	2%	0.5%
Leadership	1%	60%	30%	7%	0.6%
Company-wide	18.6%	65.2%	13.4%	2.3%	0.5%

Table 18



# New Employees By Team

## Jan 2019 Report

TEAM	16-25	26-35	36-45	46-54	55 AND OVER
Business Enablement	14%	63%	23%	0%	0%
G&A	24%	63%	10%	3%	0%
Marketing	21%	67%	11%	0%	0%
Product & Engineering	34%	42%	20%	4%	0%
Sales	29%	62%	8%	1%	0%
Services	18%	77%	5%	0%	0%
Customer Support	54%	40%	4%	2%	0%
Company-wide	31.0%	56.0%	11.0%	2.0%	0.0%

Table 19

## Today

TEAM	16-25	26-35	36-45	46-54	55 AND OVER
Business Enablement	17%	61%	19%	3%	0%
G&A	20%	60%	16%	5%	0%
Marketing	23%	65%	8%	3%	0%
Product & Engineering	34%	47%	16%	2%	0.4%
Sales	24%	62%	12%	2%	0%
Services	13%	66%	18%	2%	2%
Customer Support	54%	40%	5%	0%	0.6%
Company-wide	28.7%	56.0%	12.7%	2.2%	0.3%

Table 20



# New Employees by Level

## Jan 2019 Report

TEAM	16-25	26-35	36-45	46-54	55 AND OVER
HELM	0%	0%	50%	50%	0%
Vice President	0%	0%	100%	0%	0%
Director	0%	25%	67%	8%	0%
Manager	3%	77%	15%	5%	0%
Individual Contributor	33%	56%	9%	1%	0%
Company-wide	31.0%	56.0%	11.0%	2.0%	0.0%

Table 21

## Today

TEAM	16-25	26-35	36-45	46-54	55 AND OVER
HELM	0%	0%	0%	100%	0%
Vice President	0%	0%	0%	100%	0%
Director	0%	21%	68%	11%	0%
Manager	2%	45%	44%	9%	0%
Individual Contributor	31%	57%	10%	1%	0.4%
Company-wide	28.7%	56.0%	12.7%	2.2%	0.3%

Table 22



# New Global Reporting Categories

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As we continue to evolve our commitment to DI&B and better understand the growing diversity of HubSpot's global employees, we want to ensure our Diversity Report mirrors that journey. For the last three years, we've reported race and ethnicity data for our US workforce and gender and age demographic data for our global workforce.

Although we're required to provide binary gender data for US government reporting purposes, this year, we're excited to broaden our reporting categories to include a new self-reported section that encompasses expanded gender and LGBTQ+ identities as well as parental status globally. We collected this self-reported data via a voluntary and anonymous survey. The findings are below.

49% of HubSpot's global employees chose to self-identify. While we're thankful (and thrilled) for the level of participation, it's important to note that this data is not wholly representative of our population. Of the 49% who chose to self-identify:

**24%**

are parents

**11%**

are members of the  
LGBTQ+ community

**1.0%**

are non-binary/  
gender variant

**0.7%**

are transgender



# Beyond the Numbers

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This data helps us measure our progress and identify our biggest opportunities for improvement across the company. We use the findings in this report, along with employee and candidate feedback, to drive meaningful change in those areas throughout the year. Here are some developments we're proud of from 2019:

## Evolving DI&B Programming:

- In 2019, we further invested in DI&B by [hiring our first-ever Director of Diversity, Inclusion, and Belonging](#) and formed a dedicated team of program managers to lead our global DI&B strategy.
- HubSpot hosted over 50 internal and external initiatives centered around our employee resource groups: The LGBTQ+ Alliance, People of Color at HubSpot, Women@HubSpot, and ParentSpot.





- Applications for our people of color mentorship program, now in its third year, more than doubled in 2019. Our cohort of mentors and mentees was global in nature with representation from six of our international offices and our remote population. 67% of the mentors represented leaders at the Director level and above. Originally launched in 2016, we're incredibly proud of the program's growth to date and can't wait to expand its impact in 2020.
- Through our "Cracking Inclusion" Panel Series in Dublin, we've held important conversations on unseen diversity, fostering inclusion at work, and accessibility with DI&B leaders from the local Dublin community.
- In 2019, we launched a new chapter of our LGBTQ+ Alliance in Singapore, and hosted our largest Pride celebrations to date, with over 500 employees (and their families) walking with HubSpot in Pride parades globally.
- We also introduced three new employee interest groups in 2019 dedicated to Veterans, Age Inclusion, and Abilities & Accessibility. We supported these new communities by championing the work of our employee-driven Accessibility Task Force, founded in 2018, and creating key events for internal and external stakeholders such as a Veteran's Day Breakfast in the US and Seen and Unseen Diversity panels in Europe and the US.
- Our [Returners Program](#), originally started in Dublin, is now in its third iteration and recently expanded to the US. Welcoming individuals back to the workforce after a career break is an honor, and we've been delighted to support three classes of Returners and look forward to many more to come.
- This year, we hosted our fourth annual "First Gens in Tech" event aimed at closing the awareness and knowledge gap keeping first-generation people from exploring opportunities in tech companies. Our goal for this event is to provide first-gens with the context, community, and real-life examples of people like them in tech.






### Advancing Women in Leadership:

- In 2019, we were thrilled to announce Yamini Rangan as our first-ever [Chief Customer Officer](#), growing the percentage of women in our executive leadership team to 22%.
- Our LeadHER initiative was created for female leaders at the Director level and up with targeted programming and resources like fireside chats and panel discussions with external leaders, including Karen Kaplan, Chairman and CEO of Hill Holiday and HubSpot Board Members, Lorrie Norrington and Jill Ward.
- We are proud members of Boston's Women's Workforce Council to further our commitment to closing the gender pay gap and provide equal compensation for all genders.
  - HubSpot's quarterly Women Who Lead event series, run by our Women@HubSpot employee resource group, was named the most innovative initiative to advance women of color in the workplace by the Boston Women's Workforce Council in 2019.



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- Globally, we continued our sponsorship of Europe's leading diversity conference, Inspirefest, and our formal partnership with the 30% Club in Ireland. In Asia-Pacific, our Chief People Officer, Katie Burke, hosted our inaugural Women in Tech panel discussing the important role of women in leadership in Sydney.

### **Supporting Parents & Families:**

- We're committed to creating a culture where parents and families can design work around their lives, and not the other way around. That's why, in 2019, we were honored to be named the [#3 Best Workplace for Parents by Great Place to Work and FORTUNE](#). Our employee benefits are intended to maximize employee's ability to work in the way that works best for them, including unlimited vacation and flexible workdays, as well as 16-week paid parental leave for primary caregivers and 6-weeks for secondary caregivers, and extended back-up care options through our Employee Assistance Program, HubCare.
- HubSpot also provides family planning benefits for employees who are considering parenthood but aren't quite ready yet with our [egg freezing](#) coverage offering financial support to employees globally.
- Our ParentSpot employee resource group hosted panel discussions in the US and Dublin to provide a platform for parents to share their experiences on topics like what it means to be a "modern family" and how dads can challenge common misconceptions of fatherhood. Our "parents directory" serves as an amazing resource for parents and parents-to-be on a wide range of topics from nursing to adoption and single parenting to IVF, foster care and more.
- [Bring Your Kids to Work Day](#) is celebrated globally and remains one of the most fun-filled (and adorable) days of the year for our employees. We love opening our doors to HubSpot families and highlighting the hard work of our growing parent community.



### Leaning into Remote:

- At INBOUND 2019, our co-founder and CTO, Dharmesh Shah [shared](#) that HubSpot's own remote community has grown to more than 200 employees globally, and that "remote" is the second most-searched term on our careers page. Needless to say, growing our community of remarkable remote workers has become a high priority for HubSpot.
- This past year, we hired our first-ever Remote Inclusion and Program Manager and in partnership with our DI&B team, hosted a series of remote meetups across the US to further build a strong community of remote team members.
- We've been eager to learn more about our remote community and understand what an amazing employee experience looks like when you're not coming into an office every day and were proud to publish our first-ever [Remote Work Report](#) in 2019, surveying thousands of fully remote workers - both HubSpot employees globally, and non-HubSpot working professionals across the US, UK, and Ireland.

### Collaborating with Key Partners:

- Partnering with our People Analytics team, we created a new Global Inclusion Index as part of our quarterly employee survey process. The new survey allows us to hear directly from global employees about what's working (and not working) when it comes to our DI&B efforts. This data provided us a clear roadmap for HubSpot's 2020 DI&B strategy.
- In 2019, we strengthened important external partnerships with leading organizations like Hack.Diversity, Year Up, Handshake, and Resilient Coders, which helped introduce us to talented new candidates. We also continued to engage partner organizations like Out in Tech and The Partnership and supported the wider HubSpot community with events like Latinos In Tech, Black@INBOUND, and Women@INBOUND.



- Technology and process have also been integral to our efforts over the past year. The creation of Inclusive Interviewing Toolkits has strengthened our support of hiring managers, and our investment into Greenhouse Inclusion software has helped us create a more inclusive and scalable global hiring process.
- Company-wide, we continued our DI&B Committee which includes a cross-section of employees from individual contributors to executives who are responsible for driving diversity initiatives across the company. The work of this group has allowed us to be more strategic in our approach to DI&B and learn from each department about their various plays, successes, and challenges.





# Diversity is never “done.”

Building an inclusive organization, where everyone feels they belong, is a journey. And we can't do it alone. We're grateful to HubSpot's leadership, employees, candidates, customers, Partners, our board, and community for your feedback and support along the way.

Thank you for following our journey. We're excited to make progress on DI&B at HubSpot in 2020 with your help.

Learn more about HubSpot's team and workplace at [www.hubspot.com/careers](https://www.hubspot.com/careers) and by following HubSpot Life on [Instagram](#) and [Facebook](#).

