



INTERNAL

Culture Playbook

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Introduction ✨



Hello and Welcome to Optimy!

I have always been passionate about getting things done efficiently. This is why I started my career in consulting. Over time, with my knowledge and experience growing, I realized my dream: creating a company that helps other organizations improve their efficiency and effectiveness.

Kenneth, Optimy CEO

In 2025, Optimy celebrated its 14 year anniversary. 14 years during which we listened to our customers. 🏆

Why did I start Optimy? It stands in our name: Optimize the impact of our users. Initially, in the sponsorship industry, continuing with corporate philanthropy, and today in the social impact one.

At the beginning of this journey, I didn't know much about the "do good" ecosystem. It was by listening to our users' needs that, over time, we developed a first-in-class social impact platform. And, I must admit that today, as the father of two kids with more than half of my life behind me, I am extremely proud to lead a company contributing to the better being of others! 🍌

There are so many causes to support that it's difficult to decide which ones to assist first. The good thing is that, at Optimy, we don't have to make this choice. By scaling up, we support more causes with the help of our partners.

I don't like using the word "founder." Why? Because the Optimy venture is not a one-person show. It's the result of all the talented people who contributed to the project: from my lovely wife and kids to our amazing investors to the talents crazy enough to join the initial dream to all Optimizers, and to our meaningful customers who trust us...

Tomorrow, I want to spend my whole energy and experience supporting others! But today, I still want to accompany the incredible Optimy team helping as many organizations as possible to build a better future! 🌍💚

A Place to Grow and Belong...

Optimy is a meaningful challenge! If you have joined us, you must be a real gem. Here you will always feel welcomed, supported, engaged, and appreciated. We are happy to get to know you as a professional, but also, as a person! From the bottom of our hearts we are happy to welcome you in our team! ✨



Jessica Azevedo, HR Specialist



Working here

We asked our employees what it means to work here and here is what they say:

- 1

International Environment
- 2

Transparency
- 3

Fast-pace
- 4

Social Impact
- 5

People
- 6

Results
- 7

Growth
- 8

Challenges
- 9

Learning
- 10

Openness



Accomplishments are praised and shared. Taking time for a laugh and even a proper lunch is encouraged. Mistakes are ok and are shared so we can learn together.

KATE ELLIS
ACCOUNT MANAGER



Everyone that works here, whether an intern or a senior manager, has the opportunity to make an impact in the company instead of being a cog in the machine.


AARON SZETO
NA SALES MANAGER

Red Light

We respect every individual and strongly believe in common sense. Therefore, we expect everyone in our team to behave in a professional manner and in line with our core values.


In order to mitigate all the negative experiences and anticipate inappropriate behavior, we help you with some useful tips to get off on the right foot.


In our workspace, we will never tolerate:

- 

Any type of exclusion, harassment, or discrimination
- 

Disrespectful statements towards other teams or colleagues (incl. blaming, sarcasm, and criticism)
- 

Lying or sandbagging
- 

Voluntary ignorance
- 

Putting your personal interests over your team's needs

Core Values & Commitments

At Optimy, our motto is to 'Amplify Your Impact'. And we believe that we can deliver the biggest impact through our values.



Optimism

Our inspiration is to shape a great future. We reflect this positive mindset in our day-to-day work, especially when facing challenges.



Growth

Our mission is to help as many companies as possible develop their positive impact. This is only possible by nurturing the growth of every Optimizer.



Accountability

To succeed, our users rely on us, as much as Optimizers must be able to count on each other. In full transparency.



— — — — —
”
Would you like to be part of a company that helps other companies to make the world a better place? Soon you will not only be a great salesperson but you will crush everyone in escape rooms! .
”
— — — — —

CHRIS DREUW
SENIOR ACCOUNT EXECUTIVE



Employee Benefits

Great people, friendly environment, diversity, autonomy, flexibility, challenge, social impact, smart people, growth – these are all the words our employees shared with us when asked what the culture at Optimy feels like.

Health and well-being

When we say that we care about our people, we mean it!
Here is what we do to keep our office environment healthier and happier:

- [Eat fresh fruits in the office](#) – we deliver a bucket of fresh fruits every Monday
- [Meet-ups](#) – every employee has the opportunity to organize a meet-up session of 15 min to present an achievement, share some updates or discuss a topic.
- [Team-building events](#) – twice per year we have our Team-Building events: one in the summer and one at the end of the year. It's always a surprise and it's always lots of fun and adventure.
- [Cafeteria plan](#) – employees can choose from a range of benefits within a pre-defined budget, often using a portion of their gross salary or end-of-year bonus.
- [Table tennis/football](#) – take a break and recharge with a friendly game in our office game area.

Extra you-time

We care about your well-being and offer you extra time:

- [5 extra holidays](#) – spend time with your family and friends over Christmas/end of the year
- [38 training hours per year](#) – for your personal development and growth
- [16 volunteering hours per year](#) – focus on your social goals and values

✦ Flexibility

We trust our people and provide them with flexibility, autonomy, and responsibility. Here is the rule of thumb:

- **Remote** – hybrid work from home 3 days per week or when it's necessary
- **Flexible** – come and leave when it suits you as long as it doesn't impact your work
- **Freedom of movement** – work from anywhere in the office or even in the world when you travel as far as it's agreed with your manager and brings the results



— ” —
At Optimy I was encouraged to share my feedback. I love the fact that there is not a strong sense of hierarchy, and that trust is the foundation of our working relationships.
— ” —

NIKOLETTA MANIATI
SENIOR PRODUCT SPECIALIST

Our north star talent destination manifesto

We have committed to creating the top talent destination where we empower our employees to do the best work of their lives. With this in mind, we embrace a constant improvement mentality and raise our bar very high.

A place where:

- ✓ **You can show up as your true self (whatever it means to you!) and are accepted for who you are.**
We appreciate your authentic self! We value individuality and embrace diversity. Stay honest to yourself and enrich our workplace with your unique qualities.
- ✓ **You feel safe to express your true opinion and engage in respectful disagreement.**
Diversity of thought helps generate new and exciting ideas, find creative solutions, and improve productivity. We encourage everyone to share their opinions and not be afraid to express a different perspective.
- ✓ **Your well-being is a priority**
We encourage you to take mental wellness breaks and exercise regularly. Mental health is the backbone of productivity and performance. We are very attentive to the environment and atmosphere in our teams.
- ✓ **You are flexible and independent in the way you work**
We hire talent and trust them to do their best work. You are accountable for your own results and we are happy to learn from you, so go and do your thing!
- ✓ **You have long-term goals and share the company's vision and values.**
Your motivation is more important than your skills. Think of your personal and professional goals and make sure they are aligned with where the company is headed.



You have the time and space to be creative, experiment, and take risks.

We all have our daily routine and processes to follow, but we won't limit your potential there. We encourage creativity and innovation, and are happy to support your fresh ideas and creative solutions.



You get clear expectations, regular feedback, and accountability that challenges you to grow.

We grow as you grow. We created a personal development plan that provides you and your manager with clear guidance on your objectives and achievements.



You are surrounded by diverse, intelligent, driven people you can constantly learn from.

We hire talented people who grow and develop knowledge internally. Our transversal projects and activities help you communicate and collaborate with experts from different teams.



You are appreciated, recognized, and rewarded for a job well done.

We appreciate success and encourage our employees to be vocal about their achievements. Your win is our win. A job well done will always be rewarded.



You become a better person, a professional, and leader who wants to pay it forward to help others.

Growing your personal and professional skills motivates you to share your expertise with the people around you. Take your time to accumulate knowledge and improve the areas you need to for success, but also help others as this is how you become a better leader and person.



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I feel confident to share my ideas and receive constructive feedback. If you are looking for a company where you can grow and boost your career, Optimy should be your first choice!

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JESSICA AZEVEDO

HR SPECIALIST



”

Evolving in an international environment, be challenged every step of the way to do better and working with clients doing amazing work all over the world... This is what I found at Optimy!

”

MARGUERITE CAZALS DE FABEL

MARKETING CAMPAIGN SPECIALIST



Welcome to
optimy 

Let's make a lasting impact
together.

Get in touch with us