

Nomination: 5923

Samsung Electronics America

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

Samsung Electronics America

Additional Contacts

I would also like to have others receive emails about the disposition of our entries.

Page: Entry Information

Entry Title

Samsung Electronics America

Category

A01 - A31 Employer of the Year > A10 - Employer of the Year - Consumer Products - Durables

Employer of the Year Submission Format

Written Answers

a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required

Samsung Electronics started out as a small manufacturer of black & white TVs in 1969. We've since grown into one of THE most recognized global brands. From our humble beginnings to our position today as a technology leader, our passion for innovation has been the common thread throughout our history. We consider ourselves "relentless pioneers" that defy barriers. And it's because of that pioneering spirit that we've been able to:

- rewrite smartphone history (Galaxy Z Fold3 & Z Flip3)
- create an entirely new TV category (lifestyle TVs, The Freestyle)
- introduce bespoke designs to the home (Bespoke Home)
- launch smart hubs that power our lives (Samsung SmartThings & SmartThings Energy)
- build sustainable innovations that protect our planet (Ocean-bound plastics in Galaxy smartphones)
- and drive new business model innovations centered on consumer experiences (Samsung Access Gaming)

But that level of innovation doesn't just happen. It's designed by humans for humans. And a critical ingredient is our inclusive culture and diverse workforce. Our company is made up of nearly 270,000 people around the world of different ethnicities, races, genders, sexual orientations/identities, religious beliefs, and abilities. Together, we're ONE global team united by Samsung's purpose and values.

b. Outline the organization's employee-relations achievements since the beginning of 2020 that you wish to bring to the judges' attention (up to 250 words). Required

We know that building a culture with a rich sense of belonging and a more diverse workforce where individuals can bring their whole self to work is a journey – one that takes long-term commitment. And we're devoted to this journey. Samsung is focusing on listening, learning, and taking intentional action, which is reflected in the company's most recent diversity, equity, and inclusion programs. These programs include dedicated leadership, mentorship, citizenship, and volunteering initiatives – all meant to celebrate, empower, and uplift employees:

- Samsung offers a Belonging@SEA D&I Foundations Program with monthly workshops covering topics like Understanding LGBTQIA+ Identities/Pronouns and Practicing Active Listening
- The company strengthened its community outreach programs by integrating diverse community partners into its Samsung Gives employee volunteerism campaign like The Trevor Project and Techbridge Girls
- Samsung regularly brings in luminary speakers and experts to provide educational insights, resources, and tips into health and wellbeing, as well as sustainability
- The ERGs facilitate Panel Discussions and Open Forums to encourage candid conversations like Anti-racism and Allyship and influenced new early-release holidays: Juneteenth and Veterans Day
- The company has integrated more employee voices into Samsung career/talent websites, as well as owned channels like its U.S. Newsroom and LinkedIn, resulting in powerful spotlights: Being Visible on International Transgender Day of Visibility
- And Samsung convenes cultural events celebrations around key holidays like: International Women's Day, Veteran's Day, Juneteenth, Pride Month, Hispanic Heritage Month, International Day of Disabled Persons, Asian American and Pacific Islander Heritage Month

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words). Required

Samsung was built on a foundation of core values. Foremost amongst them are our respect for people and coprosperity. We're working together with our employees, as well as our customers, industry, and community partners to drive positive systemic change.

In addition to the aforementioned initiatives, we've appointed our first Head of Diversity, Equity & Inclusion (DEI) and assembled a DE&I Advisory Council to help shape and execute our diversity strategy. Samsung has also added Employee Resource Groups (ERGs) to support our diverse and growing workforce like Unidos, Samsung's Hispanic/Latino ERG. And we've hosted powerful internal events with government officials [Congressman Jim Clyburn (SC), Senator Cory Booker (NJ), Congresswoman Suzan DelBene (WA)] to educate employees about what's happening in Washington, D.C. and important legislation/policies in their home states. Many of these efforts are new – and while we're pleased with our progress, we're never satisfied.

Beyond Samsung's own full-circle approach to sustainability across our operations, products, and communities, we educate our employees about living eco-friendly lifestyles, offering seminars, tools, and resources to help them practice sustainability in and outside of the office. Moreover, our employees are heavily involved in our youth-driven programs/partnerships like Samsung Solve for Tomorrow, Climate Superstars (NEEF/EPA) and Generation 17 (UNDP), helping to educate the next wave of environmental leaders.

Ultimately, Samsung's vision is to inspire the world with innovative technologies, products, and designs that enrich people's lives and contribute to social prosperity by creating a bold new future – and we believe that starts inside-out.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

As a result of our concerted efforts, the industry has taken notice – and recognized us for our progress:

- 2022 Axios Harris Poll 100 reputation rankings (#6 ranking, up 25 spots from 2021; May 2022)
- Stevie Awards for Corporate Social Responsibility Program of the Year (Samsung Solve for Tomorrow - Silver Stevie Award Winner; May 2022)
- Forbes - America's Best Employers for New Graduates 2022 (May 2022)
- U.S. EPA 2022 ENERGY STAR® Partner of the Year Awards (Two awards: Sustained Excellence Award for Product Brand Owner/energy efficient innovations and Partner of the Year Award for Energy Management/green facilities; May 2022)
- Forbes - America's Best Large Employers (February 2022)
- U.S. EPA Sustainable Materials Management (SMM) Awards (Two awards: EPA SMM Gold Tier Award/e-waste solutions and EPA Sustained Excellence Award/Samsung SolarCell Remote; March 2022)
- Human Rights Campaign - Corporate Equality Index 2022 (Best Places to Work for LGBTQ+ Equality; January 2022)
- Forbes - America's Best Employers for Veterans 2021 Recognition 2021 (November 2021)

Webpage Link

<https://www.axios.com/2022/05/24/2022-axios-harris-poll-100-rankings> (<https://www.axios.com/2022/05/24/2022-axios-harris-poll-100-rankings>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

<https://stevieawards.com/aba/company-organization-awards-1> (<https://stevieawards.com/aba/company-organization-awards-1>)

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Webpage Link 3

<https://www.forbes.com/lists/best-employers-for-new-grads/?sh=53493fe4203a> (<https://www.forbes.com/lists/best-employers-for-new-grads/?sh=53493fe4203a>)

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Web Page Link 4

<https://news.samsung.com/us/samsung-2022-energy-star-epa-partner-of-the-year-awards-environmental-protection/> (<https://news.samsung.com/us/samsung-2022-energy-star-epa-partner-of-the-year-awards-environmental-protection/>)

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Web Page Link 5

<https://www.forbes.com/lists/best-large-employers/?sh=7af2c0037b66> (<https://www.forbes.com/lists/best-large-employers/?sh=7af2c0037b66>)

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Web Page Link 6

<https://news.samsung.com/us/samsung-honored-sustainability-leadership-us-epa/> (<https://news.samsung.com/us/samsung-honored-sustainability-leadership-us-epa/>)

Would you like to add an additional webpage link?

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Web Page Link 7

<https://www.hrc.org/resources/corporate-equality-index> (<https://www.hrc.org/resources/corporate-equality-index>)

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Web Page Link 8

<https://www.forbes.com/lists/best-employers-for-veterans/#5638bde3606> (<https://www.forbes.com/lists/best-employers-for-veterans/#5638bde3606>)

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Web Page Link 9

<https://news.samsung.com/us/samsung-celebrates-one-year-anniversary-unidos-erg/> (<https://news.samsung.com/us/samsung-celebrates-one-year-anniversary-unidos-erg/>)

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Web Page Link 10

<https://news.samsung.com/us/being-visible-on-international-transgender-day-of-visibility/> (<https://news.samsung.com/us/being-visible-on-international-transgender-day-of-visibility/>)

Supporting Document

Download File (<https://stevies-sage.secure-platform.com/file/14234/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNDIzNCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImNm91> Creating%20an%20Environment%20of%20Belonging%20for%20Intersectional%20Voices%20-%20Samsung%20US%20Newsroom.pdf)

Would you like to add an additional supporting document?

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Supporting Document 2

Download File (<https://stevies-sage.secure-platform.com/file/14235/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNDIzNSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImNm91> Earth%20Day%20Panel_%20How%20Samsung-%20Walmart%20&%20the%20EPA%20Are%20Taking%20Climate%20Action%20-%20Samsung%20US%20Newsroom.pdf)

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Would you like to add an additional supporting document?

No

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