

Nomination: 7057

Infinite Equity's Dedication to Thought Leadership

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 Infinite Equity
Additional Contacts I would also like to have others receive emails about the disposition of our entries.
Page: Entry Information
Entry Title Infinite Equity's Dedication to Thought Leadership
Category L01 - L05 Thought Leadership > L01 - Achievement in Thought Leadership Skills
Thought Leadership Submission Format Written Answers
a. Briefly describe the nominated organization or individual: its history and past performance (up to 200 words). Required Infinite Equity is an independent professional services firm that enables companies to unlock the value of their equity programs. Infinite Equity was established by a group of highly-experienced professionals in the equity compensation space, who chose to build an independent firm with the dream of igniting a culture of ownership that drives performance and fuels innovation. Since its conception in 2019, Infinite Equity has managed to grow its team by almost 300%, while garnering over 400 clients. Infinite Equity has successfully distinguished itself from competing firms by offering a full menu of start-to-finish equity solutions, including plan design, equity award implementation, equity award valuation and accounting, performance tracking and certification, employee education, and much more. We take pride in our role to provide a hands-on partnership experience with our clients, offering our guidance and expertise throughout all phases of their equity plans' life cycles. We have continued to expand our services on the basis of our clients' needs. A fundamental part of our role in the equity compensation industry is to serve as a resource and teacher to our clients, partners, and other industry professionals.

b. Outline the organization's or individual's achievements since the beginning of 2021 that you wish to bring to the judges' attention (up to 250 words). Required

We are committed to maintaining a leading stance in our industry, which has been demonstrated by our consistent contributions in thought leadership. We are trusted thought leaders in the equity compensation industry, which has been validated through a multitude of activities. Numerous members of our team are frequent speakers at industry events, such as the annual NASPP Conference, the GEO Conference, Thrive Conference, and the Equilar Summit. Our team has collectively given over 50 speeches in the past year alone, and over 100 since the beginning of 2021. These speeches have touched on a variety of topics related to equity compensation, from plan design for ESPPs, to effective communication strategies. Aside from our contributions at industry events, our team has made it a priority to create content that can serve as reliable resources to other industry professionals. One topic in particular that we have focused on is the new Pay Vs. Performance disclosure rules. One of our partners played an instrumental role in SEC rule-making with respect to executive compensation disclosures, ultimately enacted in August 2022. Since then, we have established ourselves as the leading experts on these disclosures with active participation in various events as well as a portal on our site that is designated to house a surplus of articles that our team members have written in regards to the disclosure rules. Members of our team have been invited to share their knowledge on the disclosure by providing presentations at multiple events and webcasts.

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 or individual's past performance (up to 250 words). Required

Our team members have clearly established themselves as leaders in a relatively large industry. We are an independent firm of a relatively small size, competing with major corporations such as Aon and Equity Methods. Despite our size, we are significant players in our industry and oftentimes more present at industry events than our significantly larger competitors. We take immense pride in our contributions to our industry, and prioritize the value of building our brand as trusted experts. We are proud to offer guidance to other industry professionals without the expectation of creating business in return. Our team members have successfully built their own personal brands as experts, which collectively builds on our reputation as trusted thought leaders in our industry.

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 mentioned before, our team has authored a number of articles related to equity compensation that are housed on our website, as well as promoted on our social media pages and quarterly newsletter. Our Pay Vs. Performance portal (www.SECPayVersusPerformance.com) houses nearly a dozen articles that deep dive into specific topics related to the disclosure, designed to simplify the most complex of topics. Just this month, several members of our team traveled to the annual Thrive Summit by Morgan Stanley, where they participated in four panels covering a range of topics. Our social media pages often boast such articles, which have been received significantly by our colleagues. Last year, we launched a video segment on our social media channels, called "Talking with Terry", in which one of our partners, Terry Adamson, shares his insights on the most pressing topics in our industry. We take such pride in our thought leadership efforts, that we go beyond the standard article, and create beautifully designed documents that simplify even the dullest of concepts. We are hopeful that we can maintain our leadership efforts by continuing as active experts in any way we can.

Webpage Link

www.SECPayVersusPerformance.com (<http://www.SECPayVersusPerformance.com>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

<https://infiniteequity.com/pvp/explaining-sharing-ratio-as-defined-from-pay-versus-performance/>
(<https://infiniteequity.com/pvp/explaining-sharing-ratio-as-defined-from-pay-versus-performance/>)

Would you like to add an additional webpage link?

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Webpage Link 3

<https://infiniteequity.com/espp-portal/> (<https://infiniteequity.com/espp-portal/>)

Would you like to add an additional webpage link?

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Web Page Link 4

<https://infiniteequity.com/vwap/> (<https://infiniteequity.com/vwap/>)

Would you like to add an additional webpage link?

Yes

Web Page Link 5

<https://infiniteequity.com/publication/5-ways-poor-communication-is-hurting-your-equity-compensation-programs/>
(<https://infiniteequity.com/publication/5-ways-poor-communication-is-hurting-your-equity-compensation-programs/>)

Would you like to add an additional webpage link?

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Web Page Link 6

<https://infiniteequity.com/publication/how-your-hr-team-can-improve-an-equity-compensation-communication-strategy/>
(<https://infiniteequity.com/publication/how-your-hr-team-can-improve-an-equity-compensation-communication-strategy/>)

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Web Page Link 7

https://www.youtube.com/playlist?list=PLIoLrrlpMcKFs50UIW_dvMfP1UhjgVpap (https://www.youtube.com/playlist?list=PLIoLrrlpMcKFs50UIW_dvMfP1UhjgVpap)

Would you like to add an additional webpage link?

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Web Page Link 8

<https://infiniteequity.com/resources/> (<https://infiniteequity.com/resources/>)

Would you like to add an additional webpage link?**Supporting Document**

No File Uploaded

Would you like to add an additional supporting document?

No

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