

Nomination: 7219

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 tech leader, our passion for innovation has been the common thread throughout our history. We consider ourselves "relentless pioneers" that push boundaries and defy barriers to achieve meaningful progress and power bold innovation. It's because of that pioneering spirit that we've been able to... - rewrite smartphone history (Galaxy Z Fold4 & Z Flip4) - create an entirely new TV category (lifestyle TVs, The Freestyle) - introduce bespoke designs to the home (Bespoke Home) - launch smart ecosystems that power our lives (SmartThings & SmartThings Energy) - and build sustainable innovations that protect our planet (ocean-bound plastics in Galaxy products, Patagonia washing machine partnership, SolarCell Remote) But innovation doesn't just happen — it is designed by humans for humans. 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, gender identities, sexual orientations, 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 2021 that you wish to bring to the judges' attention (up to 250 words). Required

Samsung is deeply committed to fostering an exceptional employee experience by creating a culture that prioritizes a rich sense of belonging and embraces diversity and inclusivity. Recognizing the immense value that a diverse workforce brings, we're building an environment where employees from all backgrounds can thrive and contribute their unique perspectives. By actively promoting DE&I, Samsung ensures that every employee feels valued and respected.

Recent employee-relations achievements:

Benefits -

- enhanced Family Coverage to include egg freezing, adoption, and surrogacy
- increased our Non-primary Caregiver Leave from two to six weeks
- invested in Mental Health through a new Employee Assistance Plan
- designed a new LGBTQIA+ benefits guide with our PRIDE ERG that covers transgender-inclusive care, family formation options, and HIV treatment options
- added a virtual Pet Care benefit

DE&I -

- held powerful DE&I Advisory Council chats and created a U.S. Newsroom and LinkedIn spotlight series
- introduced two NEW Affinity Groups: Interfaith Community and Asian American, Native Hawaiian, and Pacific Islander Community; – in addition to six ERGs and our Indigenous People's Community Affinity Group
- celebrated cultural moments & holidays: International Women's Day, Pride Month, Hispanic Heritage Month, Indigenous People's Day, Diwali, Chuseok, etc.
- The ERGs influenced early-release holidays: Juneteenth & Veterans Day

Professional Development -

- launched dedicated Learning Days each quarter for employees to focus on professional development
- supported managers' growth with the launch of our Manager Moments Learning Series
- invited all employees to share their bold ideas through a new Innovation Program

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

In addition to the above achievements, Samsung's significant and steadfast dedication to citizenship and sustainability further enhances the Samsung employee experience. We consistently engage in community outreach programs, environmental sustainability initiatives, and philanthropic endeavors, demonstrating our commitment to being a responsible corporate citizen. Through these combined efforts, Samsung employees are empowered to make a meaningful impact within the company, society, and the world, fostering a workplace that is both purpose-driven and forward-thinking.

Citizenship -

- worked with ERGs to integrate diverse community partners into our Samsung Gives employee service program like Ali Forney Center, Operation Gratitude & Year Up
- rallied community support for those affected by Hurricane Fiona in Puerto Rico, Hurricane Ian in Florida, and the Turkey Earthquake, as well as donations for the U.S. blood shortage
- featured organizations committed to racial justice, equity & gender parity for Black History Month and Women's History Month in our Employee Matching Gift Platform
- through a peer recognition platform, recognized Culture Champions that are sustainability, citizenship & wellness all-stars

Sustainability -

- educated our employees with quarterly Sustainability 101 Sessions, informing them about how we're integrating sustainability across our entire business
- educated the next wave of diverse environmental leaders and unlocked their power to advance sustainable goals through our youth-driven programs: Samsung Solve for Tomorrow, Climate Superstars (NEEF/EPA) & Generation17 (UNDP)
- mobilized the Galaxy community to join the UNDP's universal call-to-action tied to the Sustainable Development Goals via the Samsung Global Goals education and donation-based app

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

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.

And we know that our inside-out progress has a compounding effect – not just in creating a better place to work, but also by building a better tomorrow for our consumers, clients, partners, and communities.

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

- 2023 Axios Harris Poll 100 reputation rankings (#7 ranking; Culture, Ethics, Citizenship & Trust elements have remained steady and/or increased YOY; May 2023)
- 2023 Stevie Awards for Achievement in Corporate Social Responsibility (Samsung Solve for Tomorrow - Gold Stevie Award Winner; May 2023)
- 2023 SEAL Business Sustainability Awards (Environmental Initiatives category for making net zero homes a reality with Siemens & Sterling Ranch; May 2023)
- Forbes' 2023 + 2022 America's Best Large Employers (February 2022 & February 2023)
- Human Rights Campaign's (HRC) 2022 Corporate Equality Index (Best Places to Work for LGBTQ+ Equality; January 2022)
- Forbes' 2022 America's Best Employers For Veterans (November 2022)
- Forbes' 2022 America's Best Employers for New Graduates 2022 (May 2022)
- LinkedIn's Top Companies 2022: Technology & Information (June 2022)
- 2022 Business Intelligence Group's Sustainability Awards (SmartThings Energy for Sustainability Service of the Year)

Webpage Link

<https://www.fastcompany.com/90904159/why-patagonia-helped-samsung-redesign-the-washing-machine> (<https://www.fastcompany.com/90904159/why-patagonia-helped-samsung-redesign-the-washing-machine>)

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<https://www.forbes.com/sites/carolinamilanesi/2023/02/01/samsungs-everyday-sustainability-philosophy-embodied-in-the-new-galaxy-s23/?sh=291c331c1c19>
(<https://www.forbes.com/sites/carolinamilanesi/2023/02/01/samsungs-everyday-sustainability-philosophy-embodied-in-the-new-galaxy-s23/?sh=291c331c1c19>)

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Webpage Link 3

<https://news.samsung.com/us/samsung-receives-2022-seal-business-sustainability-award> (<https://news.samsung.com/us/samsung-receives-2022-seal-business-sustainability-award>)

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<https://news.samsung.com/us/samsung-solve-for-tomorrow-stem-students-national-winners-2023-we-got-this> (<https://news.samsung.com/us/samsung-solve-for-tomorrow-stem-students-national-winners-2023-we-got-this>)

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<https://news.samsung.com/us/samsung-fisher-house-commitment-support-military-families-memorial-day-2023/> (<https://news.samsung.com/us/samsung-fisher-house-commitment-support-military-families-memorial-day-2023/>)

Supporting Document

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