

Nomination: 7182

Joel Marans

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

Top Hat

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

Joel Marans

Category

C01 - C16 Individual > C11 - Internal Communications Professional of the Year

Individual Submission Format

Written Answers

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

For nearly 25 years, mission-driven organizations have depended on Joel to foster change, drive innovation and engage employees through creative uses of communication and technology to drive results.

Joel leads Internal Communications and Workplace Experience at Top Hat, the leading digital courseware solution in higher education. Prior to Top Hat, Joel led brand and communications at Softchoice, one of the largest managed services and solution providers in North America. Joel is an award-winning communications leader who has built his career driving emotional and intellectual connections between employees and their employers. Of particular note is Joel's strength in strategic communications, which was recognized as the best HR Communications strategy in 2022 by HRD Canada.

When asked by investors in 2022 about how Top Hat is successfully navigating the world of hybrid work, Top Hat CEO Joe Rohrich told them what they need is a Joel - someone who goes above and beyond to make employees feel emotional and intellectual connections to the company's mission and customer impact (regardless of work modality).

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

Joel's Top Hat career includes many highlights, including:

- + Led the company through numerous company-wide transformations, including acquisitions, leadership changes, and organizational optimizations
- + Led cross-functional initiatives to update and refresh our company mission and values
- + Executing/hosting dynamic and engaging company-wide events including our weekly All Hands meetings and semi-annual company kickoffs (with consistent high-value ratings above 85%)
- + Running monthly new hire orientation sessions for our hybrid workforce (with consistent high-value ratings above 90%)
- + Informing and deploying a strategy for how Top Hat responds to social issues (inside and outside the company)

Joel's day-to-day is focused on creating a culture of employee satisfaction, engagement, and success. Organizational alignment is a top priority for Top Hat, and Joel hosts and leads our various management community and senior leadership team meetings so that our leaders have clarity and alignment around our strategy, goals, and accountabilities.

Employee engagement is Joel's passion, and he leads key culture-shaping initiatives, including company awards and conceiving and running company-wide programs that drive connection and engagement. These include annual company-wide paid volunteer days for all Top Hatters, holiday concerts, and recipe books showcasing Top Hatter's musical and culinary skills, respectively.

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

While Top Hat has adapted to the world of hybrid work over the past few years, Top Hatters have felt less connected with each other and our noble mission to empower educators to engage their students and unleash their potential. Joel has been deliberate to know every single Top Hatter by face and name, to ensure they feel seen and heard in any modality.

With fun and informative all-company events and activities, Joel and his People team peers are proud to see the result of their impact. [REDACTED]

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Of particular note is Joel's strength in strategic communications, and his efforts were recognized as the best HR Communications strategy in 2022 by HRD Canada.

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

<https://tophat.com/company/work-with-us/>

<https://twitter.com/TopHat/status/1570827874571255810>

Webpage Link

Would you like to add an additional webpage link?

No

Supporting Document

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Would you like to add an additional supporting document?

No

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