

Nomination: 7864

Belkins

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 Belkins
Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title Belkins
Category A01 - A31 Employer of the Year > A01 - Employer of the Year - Advertising, Marketing, & Public Relations
Employer of the Year Submission Format Written Answers
a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required <p>Belkins, founded in 2017 by Michael Maximoff and Vlad Podoliyako, is an acclaimed B2B marketing powerhouse renowned for its steady, fast, and scalable growth solutions. The company specializes in lead generation and appointment-setting services, a testament to its exceptional track record which includes over 4.5 million leads generated and 300,000+ appointments scheduled, achieving a \$10 return for every \$1 invested. With a robust growth trajectory from 9 employees in 2018 to 270 in 2023, Belkins stands as a leading entity in the global B2B sector, recognized by Clutch as a world leader among Top B2B Lead Generation Companies.</p> <p>At Belkins, the team is driven by a mission to provide impactful growth solutions that propel the clients' businesses beyond conventional barriers. The vision is to simplify business growth universally, ensuring it's as effortless as sailing on a calm sea. The company is committed to transforming challenges into opportunities with strategic, creative solutions, fostering a high retention rate of 95% among its 1,000+ loyal customers across more than 50 industries worldwide. The dedication to transparency, perseverance, experience, and creativity fuels the team's continuous pursuit of excellence, positioning Belkins as a confident contender for the 2023 Stevie Awards for Great Employers.</p>

b. Outline the organization's employee-relations achievements since the beginning of 2022 that you wish to bring to the judges' attention (up to 250 words). Required

1. Remote-First Model Transition: We enabled employees to control their schedules without commuting, thus reinforcing our culture of autonomy and ownership. The company maintains its office as a hub for in-person collaboration and offers Mindspace coworking passes for remote employees, ensuring flexibility and teamwork.
2. Support for Ukrainian Colleagues: In response to the war in Ukraine, Belkins facilitated evacuations from high-risk areas and provided housing and relocation opportunities to ensure employee safety and stability. Additionally, partnerships with local psychological service providers were established to offer essential mental health support.
3. Mental Health and Well-being Initiatives: A series of mental health lectures, attended by 32% of the workforce, aimed to enhance awareness and support for well-being. Managers receive training through the "Mental Health for Leaders" program, prioritizing the importance of mental health in leadership roles.
4. Leadership and Performance Management: Systematic training in feedback culture and performance review standards was implemented. This enhanced managerial effectiveness and team well-being, fostering a culture of continuous performance management through feedback, praise from leadership, & supportive team dynamics.
5. DEI and Growth Opportunities: We promote gender equity & diversity, with women comprising 54% of the workforce. Belkins encourages internal mobility and promotions, evidenced by a 136% increase in female managers from January 2022 to December 2023, significantly outpacing the overall growth rate of 73%.
6. Communication and Employee Engagement: We replicate our in-person communication style in internal comms to maintain authenticity, sincerity, and connection. This is supported by AMA sessions, regular engagement surveys with follow-up action plans, monthly internal newsletters, all-hands meetings, etc.

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

The achievements at Belkins underscore its unique commitment to employee well-being and operational excellence, setting it apart in the advertising and marketing services sector. Notably, Belkins had an employee Net Promoter Score (eNPS) of 65 in 2023, far exceeding the industry average of 25 to 35, according to Peoplelytics. This high score reflects exceptional employee satisfaction and loyalty, demonstrating the effectiveness of the company's workplace initiatives.

Belkins' adoption of a remote-first model, initiated in response to global crises, exemplifies its adaptability. This strategy has not only ensured employee safety but also maintained high productivity and morale, showcasing the company's foresight and dedication to its workforce.

Furthermore, Belkins' commitment to mental health through partnerships with psychological services and educational workshops marks a significant enhancement in industry standards. Additionally, the systematic training provided to leaders on feedback culture and performance review standards boosts managerial effectiveness and team well-being.

A crucial element of Belkins' strategy is its commitment to gender equity and diversity, with women constituting 54% of the workforce. The company promotes internal mobility and the professional growth of women, evidenced by a 136% increase in female managers from January 2022 to December 2023, significantly outstripping the overall growth rate of 73%. This emphasis on gender equity not only strengthens the organization but also enriches decision-making with diverse perspectives.

These initiatives are not just unique; they establish new benchmarks for the industry, demonstrating Belkins' proactive approach in creating a supportive and resilient work environment.

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

HiBob Key HR Metrics: <https://drive.google.com/file/d/1NrlZoEji6IHziFffGRgUKK3s8GGRZrD/>

Clutch company profile: <https://clutch.co/profile/belkins>

Glassdoor reviews: https://www.glassdoor.com/Overview/Working-at-Belkins-EI_IE3072227.11,18.htm

LinkedIn profile: <https://www.linkedin.com/company/belkins/>

Instagram profile: <https://www.instagram.com/belkins.io>

Belkins website: belkins.io

Webpage Link

<https://belkins.io> (<https://belkins.io>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

<https://www.youtube.com/watch?v=xQPrUmUxbJo&t=4s> (<https://www.youtube.com/watch?v=xQPrUmUxbJo&t=4s>)

Would you like to add an additional webpage link?

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Webpage Link 3

<https://www.youtube.com/watch?v=p4jjRD1SRrk> (<https://www.youtube.com/watch?v=p4jjRD1SRrk>)

Would you like to add an additional webpage link?

Yes

Web Page Link 4

<https://www.linkedin.com/company/belkins/> (<https://www.linkedin.com/company/belkins/>)

Would you like to add an additional webpage link?

Yes

Web Page Link 5

<https://www.instagram.com/belkins.io> (<https://www.instagram.com/belkins.io>)

Would you like to add an additional webpage link?

Yes

Web Page Link 6

https://www.glassdoor.com/Overview/Working-at-Belkins-EI_IE3072227.11,18.htm
(https://www.glassdoor.com/Overview/Working-at-Belkins-EI_IE3072227.11,18.htm)

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Web Page Link 7

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(<https://drive.google.com/file/d/1NrlZoEj6lHzsiFffGRgUkk3s8GGRZrD/>)

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Supporting Document

No File Uploaded

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