

Nomination: 9317

Kevel

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 Kevel
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Entry Title Kevel
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

Kevel was founded in 2010 by software engineer James Avery, who wanted better technology for managing ad networks. Frustrated by the limitations of traditional ad tech, he wanted a platform that could help companies to build their own custom ad solutions, drive new revenue streams and reclaim control of their digital monetization.

Kevel's executive leadership team leads by example to set the tone of its company culture, which has been a valuable asset in Kevel's transformation. Now, Kevel is redefining retail media, helping retailers build and scale custom ad networks with full control of their first-party data. By offering unparalleled flexibility in ad serving, audience segmentation, and self-serve capabilities, Kevel helps businesses launch results-led programs in weeks, not years.

In 2024, Kevel introduced the Retail Media Cloud® - an AI-powered, API-first platform for retailers to launch fully customized, scalable retail media networks. Kevel's recent acquisition of Nexta has helped meet increasing retailer needs and shape the retail media industry. With an estimated \$14.8m in annual revenue and a team of 100+ employees, Kevel helps leading brands such as Chewy, The Home Depot, Dollar General, Sonae, Lyft, and El Corte Ingles build competitive, future-proof ad businesses from the ground up.

b. Outline the organization's employee-relations achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required

Since the beginning of 2023, Kevel has continued to build a people-first culture rooted in respect, transparency, and trust. Our culture has been recognized within the industry and globally. Our guiding philosophy: 'we are all adults' informs every aspect of employee relations, from leadership practices to day-to-day interactions.

We're particularly proud of the monthly Wellness Days we've introduced to support mental health, which are in addition to unlimited PTO and regular holidays. Time off is encouraged and modeled by leadership, creating a culture where wellbeing is prioritized, not penalized.

To foster connection between our remote work environment, we have also established bi-weekly Donut Meetings, which are randomly paired one-on-ones that build relationships and spark cross-functional collaboration. Our bi-weekly all-hands meetings reinforce transparency, with open sharing of progress, challenges, and wins across departments. During every all-hands, we revisit our Employee Bill of Rights and six Core Values, which shape how we treat each other, our customers, and partners.

We also host regular roundtable discussions to celebrate and elevate diverse voices across Kevel, including events for Women's History Month and Pride. These forums create space for education, storytelling, and allyship across the company. We also run internal community groups to provide peer support and help shape inclusive policies and programs. Our most recent; Women, Trans, Femme (WTF) Group helps support our teams by fostering belonging, safety, and advocacy.

Together, these efforts have helped deepen employee engagement and build a workplace where people are supported and respected as both professionals and individuals.

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

Kevel's approach to employee relations stands out in the tech and adtech industries, where burnout, high turnover, and limited transparency are still common. In contrast, we've created a culture that truly appreciates and respects our people. We feel our emphasis on wellbeing, flexibility, and trust is intentional as well as rare.

While many companies offer unlimited PTO, few ensure it's meaningfully used. Our monthly Wellness Days - mandated and modeled by leadership - actively counter the 'always-on' culture typical of high-growth tech. Similarly, Donut Meetings and all-hands transparency are not just lip service; they're embedded into how we work and designed to help keep our remote team connected and aligned.

What makes these achievements especially significant is their impact. Our internal engagement surveys show consistent increases in employee satisfaction, connection, and trust in leadership. Scores show 100% of employees felt positive about work relationships and care about the fate of the company, with 98% feeling invested in the company.

Kevel has grown from a startup with informal practices into a values-driven organization with structured, inclusive, and people-centered initiatives. Our community groups, meetings, and wellness days didn't exist two years ago - they now play a critical role in shaping our internal policies, culture, and overall business health.

In a competitive industry where many organizations struggle to retain top talent or create genuine belonging, Kevel has built a model that others are now looking to replicate. Our achievements reflect not just programs, but a cultural mindset that prioritizes people, purpose, and long-term success.

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

Kevel has consistently been recognized globally as a leading employer, committed to fostering a people-first workplace where people feel valued, supported, and inspired. In 2025, Kevel ranked 20th in Newsweek's Top 30 Most Loved Workplaces Globally, building on its 2024 rankings:

- 13th in the Global Top 100
- 9th in the UK's Most Loved Workplaces
- 18th in America's Top 20

CEO James Avery discusses this culture in a featured podcast, emphasizing Kevel's belief that strong culture drives competitive advantage. Kevel champions DEI and wellbeing through initiatives like its Women's Day, Pride, and Mental Health Day campaigns, and its leadership openly shares Kevel's approach and best practices through community engagement, thought leadership in the media and on external platforms such as podcasts (referenced below).

Internal programs like Donut Meetings encourage cross-team connections and collaboration, while leadership maintains direct engagement with employees to reinforce shared values. At Kevel, culture is never left to chance, it is embedded in every interaction and initiative, creating an environment where people truly love to work.

In addition, Chief People Officer, Mike Kohn, serves as an Ambassador for Resources for Humans (RfH) and Chapter Lead for Culture First, communities designed to support HR professionals and create a better world of work. He co-leads the monthly RfH Total Rewards and Compensation meetup group and is a member and speaker for achieveEngagement, a collective of the top minds in human resources and business leaders who believe their people are what makes their organizations valuable.

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