

CASE STUDY



JASON BERGADO, IT DIRECTOR, BOX, PICTURED WITH GENESYS WORKS INTERN ROY NGUYEN

OPENING THE DOOR TO OPPORTUNITY

Box is the premier cloud content management and file sharing service for business. The company started in 2005, and today has more than 85,000 clients, 69% of which are Fortune 500 companies like IBM, GE, and Proctor & Gamble. Within the last decade, the company has grown to 1,400 employees and moved headquarters to Redwood City, CA, to accommodate for a larger team and for future growth. As Box continues to grow, it is committed to building a more diverse and inclusive team.

Tipping Point, a nonprofit in the Bay Area fighting poverty, recently honored CEO and Chairman Aaron Levie for Box's diversity and inclusion efforts. They were given the award for the work they are carrying out in collaboration with the many Tipping Point-funded workforce development groups, such as Genesys Works.

Box.org began as a philanthropic supporter of the Genesys Works program and expanded their support of the program when Box's IT Director, Jason Bergado, learned of the opportunity to host Genesys Works young professionals. Jason is a key partner with area workforce development programs focusing on providing internship opportunities for youth in underserved communities. It was during this

engagement that Jason learned of Genesys Works. He appreciated Genesys Works' approach in providing both skills training and work opportunities while students are still in high school. Jason, along with the Box.org team and Box Chief Information Officer Paul Chapman, championed the integration of the Genesys Works program into the company in 2017.

As a corporate partner, Paul sits on the Genesys Works South Bay Advisory Board, which directly supports the expansion of South Bay internships. He is a dedicated advocate for the program and promotes the benefits of hosting Genesys Works interns.

"We're in a position to offer opportunity, and along the way, we have all been given some opportunity from someone, somewhere," said Paul Chapman. "I truly believe that talent is global, but opportunity is not."

TALENT NEEDS MEET UNTAPPED TALENT POOL

In order for Box to attract more diverse talent, it must provide the right opportunities. An example of the type of untapped talent the company is looking for is Roy Nguyen, Genesys Works intern. Roy interned for the IT department at Box while

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he was a senior at Lincoln High School in San Jose. “Roy was always very prepared, raised his hand, and always wanted to do 10X. He brought fire and passion that spread across the team,” Jason explained.

Jason took his role as mentor very seriously as he saw the opportunity to help shape a young life. Jason’s own story reflects that of many Genesys Works students, as he worked hard to shape his own untraditional path toward his IT career. He sees potential in individuals who are commonly overlooked by companies due to limited education or varied work experience. Jason is leading the charge to build a more diverse talent pipeline, while empowering those who come from low-income backgrounds.

Box’s experience working with the Genesys Works program and hosting Roy has helped the company meet existing project needs, while providing a talent pipeline for their future workforce needs.

MORE THAN A COMMUNITY PROGRAM

Diversity is a corporate value that has proven time and again to benefit the bottom line. According to Scientific American and McKinsey, developing a more inclusive workforce has been proven to [foster creativity](#) and [bolster financial performance](#). At Box, building bridges for young adults who ordinarily wouldn’t get exposed to career paths to technology is key to creating a more inclusive workforce.

“A lot of organizations have what I call ‘community giveback programs,’ and they’re all very good in that people dedicate time and so on, but it tends to be, from my perspective, a one and done type of effort. We visit a certain place, we spend some hours and it’s done.

“Whereas with the types of programs we connect with, such as Genesys Works, have an opportunity to be long-lasting and not only improve the potential future of the individual, but also their immediate family, their future family, and in some cases - for the better good of the communities they come from.”

A NEW FUTURE REALIZED

Roy provides backfill and support to the IT department at Box. He supports Box’s end users, fixing computers when they’re broken or trouble-shooting software and applications. He also ensures inventory and peripherals are prepped and primed for end users and customers. This experience is solidifying the knowledge he gained through Genesys Works’ summer training and the confidence to pursue his dreams of becoming an IT professional.

“I am setting a foundation for an IT career with this role at Box,” Roy said. “This role shows I’m motivated, have experience and am ready for challenges.”



ABOVE: JASON BERGADO, IT DIRECTOR, SHOWN WITH BOX INTERN, ROY NGUYEN, GENESYS WORKS CLASS OF 2018



“[Programs] such as Genesys Works have the opportunity to be long-lasting and not only improve the potential future of the individual, but also their immediate family, their future family, and...the communities they come from.”

PAUL CHAPMAN

CHIEF TECHNOLOGY OFFICER, BOX
SAN FRANCISCO, CA

Roy’s work at Box has built his confidence and sparked his interest in IT, but this would not have happened if it weren’t for the opportunity to succeed and the mentorship of his supervisor, Norlito Soriano and the department’s director, Jason. This singular opportunity has changed the course of Roy’s future.