



Workplace Culture

- ★ McMurry's culture of freedom and empowerment is based around eight values, which replace rules and are the basis for any and all decision-making. The values are: Do the Right Thing; Help One Another; Deliver Raving Service; Produce Quality Always; Exceed Expectations; Embrace Change; Accept Social Responsibility; and Earn a Reasonable Profit.
- ★ A lot of effort and time is put into hiring people who live by the values inherently. The No.1 reason staff say they love working at McMurry is their co-workers, and McMurry has found that when everyone operates on the same value system, it results in a culture that creates a more productive, innovative, celebrated and successful company. The No.2 reason staff say they love working at McMurry is the culture of freedom and empowerment.



Leadership Excellence

- ★ Founder Preston V. McMurry, Jr. is an inspiration, and his persistence and innovative thinking led McMurry to be one of the first healthcare marketing companies in the country, a top content marketing firm and one of the best places to work in the U.S. He speaks with each staff member about the company's values, which he helped to create, and holds the Corporate Values Shepherd title, in addition to Chairman. He is also a championed and esteemed fundraiser who has helped numerous nonprofits fulfill their ultimate goals.
- ★ Chris McMurry, Preston's son and the CEO, has grown McMurry from a custom publishing company with a few publications to a full-service content marketing firm with more than 250 clients. He's received numerous awards for his community contributions and leadership in the content marketing industry.
- ★ Chris and the executive leadership team survey staff annually on topics like collaboration among teams and what they think are the best and worst things about McMurry (acting quickly on the "worsts" and preserving the bests); practice open-book management; seek out staff opinions and create conversations through internal blogs; and invite and reward innovations that make McMurry an even better place, for both its staff members and its clients.



Corporate & Social Responsibility

- ★ McMurry surpassed its five-year giving goal, set in 2006, to donate \$1 million through its two charitable arms ahead of schedule, exceeding the \$1 million mark before 2011. Since 2006, it's donated more than \$1.3 million through its two arms. 100 percent of staff voluntarily donate of their paycheck and/or their time to the two arms.
- ★ Theresa's Fund, the first charitable arm, is dedicated to preventing child abuse and domestic violence and improving the quality of life of those who have suffered, and the Fund has donated and helped to raise more than \$43 million for the cause since its inception in 1992.
- ★ McMurry Charities, the second arm, began in 2006. It represents the diversity of staff members' nonprofit interests, and recipients of this pool's funds are selected by staff. To date, McMurry Charities has donated to 217 different nonprofits around the world, and staff have volunteered at or organized more than 64 events to benefit nonprofits.



Customer Opinion

- ★ Deliver Raving Service, one of the eight values, is extended to customers, co-workers, colleagues, vendors and the community. Clients are surveyed quarterly to ensure that raving service is being delivered on all levels and on a consistent basis, and their responses are always analyzed and shared with staff, and results show nearly 90 percent are "Very Satisfied" with the customer service received.



Awards

- ★ #5 Best Small Workplace in the U.S., Great Places to Work Institute and Entrepreneur.com 2010
- ★ Top 10 Best Small Company to Work for in America, Great Place to Work Institute & Society for Human Resource Management 2006-2009
- ★ #1 Advertising Agency and #2 Interactive Firm, Phoenix Business Journal Book of Lists 2011
- ★ Business Volunteer Program of the Year: Volunteerism – Heart of Business Awards, Phoenix Business Journal 2010
- ★ #41 Top Private Company in Arizona, Arizona Corporate Excellence Awards 2010
- ★ #3,991 Fastest Growing Private Company in America—Inc. 5000 List by Inc. magazine 2010
- ★ Most Outstanding Partnership: Volunteerism – Heart of Business Awards, Phoenix Business Journal 2009
- ★ John Caldwell Lifetime Achievement Award, Custom Content Council 2009 – Chris McMurry
- ★ Ad Person of the Year of the Year, Ad2Phoenix and AAF-Metro Phoenix 2008 – Chris McMurry
- ★ Top 20 Coolest Places to Work, BizAZ Magazine 2004