



A Takeoff Guide for Putting Your Digital Marketing Career into Orbit

Search Engine Optimization | Paid Media
Web Design and Development | Content Marketing

 **GLOBERUNNER**
Rocket Fuel for Your Business



About Globe Runner

Globe Runner is driven to make a purposeful impact by enabling its clients to achieve higher levels of success. This intent defines each relationship and the value delivered to clients – and the communities it serves. The Company is also committed to broader empowerment, inspiration and transformation through a focus on internal professional development, philanthropic volunteerism, community giving, leadership development and more – all of which drive positive professional and social impact!

The Company is committed to creating a diverse and inclusive environment, encouraging each person to bring their own self to work. The Company's leadership, consultants and professionals all strive to make a meaningful impact while achieving peak personal performance.

Globe Runner's Vision and Mission

We drive results that develop long-term customer relationships.

Since the inception of Globe Runner, Eric McGehearty, the CEO, has invested heavily into creating a trustworthy and reliable brand and establishing the firm as a Creative Center of Excellence to serve organizations committed to growth. Globe Runner is now benefitting from the explosive growth in the digital marketing industry. Eric and the entire team are committed to leveraging this trend to provide new opportunities for all team members while increasing Globe Runner's impact on its customers and its community.

Rarely over the course of a career does someone have an opportunity to be associated with both a firm and an industry experiencing explosive growth. Globe Runner recognizes this is a rare opportunity and is committed to engaging the right people and providing the right environment for all team members to participate in the work as well as enjoy the rewards.

Our Commitment to Giving Forward

How Globe Runner and its employees pay it forward in ways that hit close to home.

Globe Runner team members have long been committed to giving back to the communities where they live and work. And the company demonstrates this commitment to the local community by,

- ✔ Giving forward financially to support local charities and organizations
- ✔ Contributing professional and executive pro bono services
- ✔ Encouraging charitable volunteer support through the company's PTO on Purpose program which allows full-time, eligible employees to take paid time off for charitable volunteer support annually
- ✔ Demonstrating daily our commitment to Our Green Promise by leveraging technologies such as Paperless Administration, Video Conferencing, Digital Records Management, etc. – and of course, we design, develop and deploy digital strategies for our clients!

Current and past organizations and causes supported by Globe Runner and its team members include,

- ✔ **Hurricane Harvey Cleanup**
- ✔ **Meal Preparation and Distribution for Hungry School Kids**

Globe Runner also contributes executive participation to deliver pro bono work for worthy causes.

- ✔ **The Dallas Children's Theater**, Your Family Arts Center
- ✔ **StandUpLD** Educational and Support Program for Kids with Learning differences
- ✔ **The Super d! Show** about the lives of kids with dyslexia and other learning differences

Powerful Together... Diversity and Inclusion

We consider the differences in perspective and contributions of our team member to be both a competitive advantage and critical to our success. Like the clients we serve, we are the collective sum of the individual differences, life experiences, knowledge, points of view, innovation, self-expression, capabilities and talent our employees bring to our culture and our organization.

By fostering a culture of diversity — including the capacity to appreciate and value individual differences — we benefit from the varied perspectives on how to confront business challenges and client opportunities and ultimately achieve success, together.



Globe Runner Core Values

**We drive results that develop long-term customer relationships.
Here's how...**

We... Put Clients First

Our success will always follow when we put our clients' interests and successes first.

We... Lead with Integrity

That means doing the right thing, even when no one is looking.

We... Own the Work

When the work comes, it's imperative that we understand the work, we do the work, we test the work, and we measure the work.

We... Play to Win

We are here because we enjoy what we do, it's fun.
and part of the fun is winning; it keeps us in the game.

We... Never Stop Learning

If we're not learning, we're dying. So, be curious,
be collaborative. Participate, share and inspire others.

Go... Be the Spark!

Globe Runner provides the fuel that propels our clients' business to the next level.
But fuel is no good without the spark that ignites it – we are that spark.

**Want a place to take off professionally – on multiple levels?
This is your launch pad.**

Top Reasons Digital Marketers Work for Globe Runner

If someone is fortunate, they will have an opportunity to make a Giant Leap in their career.

For an experienced professional with passion, this is an opportunity to achieve something bigger than being a big fish in a small pond. Reminiscent of the famous quote, "For a time such as this..." it could be that all of your prior professional experiences have created a mosaic of capabilities, relationships and learning which uniquely have prepared you for an opportunity of this scope and magnitude. From our perspective, we believe you will reap several additional benefits over time, such as,

1. JOB SECURITY

We enjoy an ever growing and expanding industry because of continuous technology innovation, transformation and momentum in the digital marketing and customer acquisition space.

2. GREAT FINANCIAL REWARDS

The pay range (commensurate with experience) is more than competitive from the beginning. However, the total value of the Total Rewards Package – including the training and professional development – is even more significant. You'll see compound year-over-year impact on future earning potential.

3. HIGHER FUTURE VALUE

Your "aggregate future earnings" is your most valuable personal asset (more than cars or houses); and so, seizing an opportunity to work for an organization that builds your Future Value is one of the single-most important things you can do to increase your future market value...and future annual income.

4. PROFESSIONAL DEVELOPMENT

This role is will give you access to a new pool of knowledge, tools and even more important, an opportunity to be a voice of influence over innovation, continuous improvement and the technology that is re-shaping the future of our clients. These experiences – in addition to on-going Training and Development opportunities – will make you significantly more desirable in the future for future opportunities. Literally, you are going to be paid to increase your future value.

5. CAREER FLEXIBILITY

Professionals with multi-client experience tend to be much more marketable over time. This phenomenon is experienced in the world of consulting; because, the constant client-facing exposure to changing challenges and solutions creates 10 years of experience in just a few years. Furthermore, someone with multi-client consulting experience stays relevant and connected with trends that are currently disrupting the space.

6. ENERGY FROM CREATIVITY

A diverse network of individuals will fuel the creativity of solutions that teams create. This is a place where you can bring yourself to work and be comfortable that others will do the same, without judgment. Universal respect creates an environment where ideas thrive and the possibilities for solving challenges are endless.

The reasons people want to work at Globe Runner... are not an accident.

Our new team members quickly learn that the Globe Runner culture rewards people who are dependable and take initiative – people who go the extra mile and people who find ways to contribute beyond their basic responsibilities.

That culture has not changed and is being nurtured in many ways to be stronger and healthier. Today, Globe Runner is growing and our team members have an opportunity every day to grow and be rewarded also.

We challenge all new team members to dream about what they can become with the right opportunity – and to dream big.

We challenge them to work hard to build skills, strength, persistence, and a positive attitude in the face of challenges, because those are the attributes they will need when presented with greater opportunities – and with those opportunities, greater rewards.

–At Globe Runner, everyone's role is important. Everyone's contribution is important. Everyone has a success story that is waiting to be written.

This type of culture is not an accident. It's intentional and on purpose. It is aligned with our purpose and Mission Critical for our clients!

Eric McGehearty
CEO
Globe Runner



Globe Runner Employee Rewards.

00 00 00 13 CDR

Next sequence... Total Rewards detail.

00 00 00 15 CMP

Roger. Clear for transmit.

00 00 00 34 CDR

Roll complete and awaiting transmit.

00 00 00 44 CDR

Roger. Stand by. One Bravo.

00 00 01 54 CC

Standing by for Rewards transcript.

00 00 01 57 CC

MARK.

00 00 01 58 CDR

Transmitting Total Employee Rewards detail.

Stand by.





Total Rewards that are Out of This World

Globe Runner's Total Rewards and Compensation program clearly demonstrates a commitment to providing support and assistance in all stages of your life. Globe Runner is committed to support the health and well-being of its employees.

Globe Runner's Total Rewards package for all employees in this position includes,

- ✔ **Health, Medical and Prescription Options**
- ✔ **Dental Insurance Benefits**
- ✔ **Vision Insurance Benefits**
- ✔ **Prescription Drug Coverage**
- ✔ **Financial Benefits**
- ✔ **Life and Family Benefits**
- ✔ **Professional Growth and Development**
- ✔ **Other Benefits**



MEDICAL, PRESCRIPTION AND DENTAL INSURANCE BENEFITS

- ✔ **Medical Benefits**
 - A Group Medical PPO Plan through UnitedHealthcare® (UHC) is available to all eligible employees and dependents
 - A tax-advantaged HSA (Health Savings Account) is also available
 - Preventative Care is covered 100% on both plans
 - The Group Medical PPO plan offers virtual visits at no cost
 - Access to care is available through a national provider network

- ✔ **Prescription Benefits**
 - Prescription drug coverage is included with the Medical Plan with various tiers of coverage

- ✔ **Dental Insurance**
 - A Group Dental PPO Plan from a nationally recognized dental plan carrier is available to all eligible employees
 - Group Dental Plan coverage for dependents is available to all eligible employees
 - Plan includes 100% coverage for Routine Exams, X-Rays, Cleanings (once every 6 months), Space Maintainers and Fluoride Applications

- ✔ **Vision Insurance**
 - A Vision Plan is available to all eligible employees and dependents

- ✔ **24/7 Teladoc Access**
 - Use HealthiestYou tele-medicine services to talk to a doctor by phone or video 24/7

SUPPLEMENTAL INSURANCE BENEFITS

Additional optional supplemental insurance is available to eligible employees for the following,

- ✔ **Accident Insurance**
- ✔ **Cancer Insurance**
- ✔ **Medical Bridge Insurance**
- ✔ **Critical Illness Coverage**
- ✔ **Term Life Insurance**
- ✔ **Short Term Disability**

CUSTOM HEALTH IMPROVEMENT TOOLS

- ✔ **Rally Health Survey**
 - The Rally Health Survey to create personalized missions, rewards and connect to wearables like Fitbit®, Jawbone® and more. Personalized tools include Challenges and Communities, Missions and Rewards, Lifestyle Plans and an Intuitive Health Survey.

- ✔ **UnitedHealthcare® (UHC) Motion**
 - Employees and covered spouses can earn up to \$1,095 a year to be used toward qualified out-of-pocket medical expenses by walking and meeting daily FIT goals

- ✔ **All Savers® Real Appeal®**
 - Real Appeal is a proven way to help you lose weight and live a healthier life. Online coaches have one job — to guide you with the support needed to stay on track. And at no cost to you.

Financial Benefits

- ✔ **Competitive Wage and Salary Policy**
 - Globe Runner has developed policies and procedures to ensure wages and salaries are competitive and able to attract and retain the best-qualified people.
- ✔ **401(k) Retirement Plan**
 - The Company offers a competitive 401(k) Retirement Plan to eligible full-time employees
 - Strong portfolio of multiple nationally recognized investment options

ADDITIONAL WORK-LIFE & FAMILY BENEFITS

- ✔ **PTO.** Generous Personal Time Off (PTO) benefit up to 12 days annually for sick, personal and vacation use starting Year 1. Then, two bonus days up to 22 days in a calendar year after 5 years.
- ✔ **Holidays.** Eight company paid holidays.
- ✔ **Other Leaves of Absence.** Maternity Leave, Paternity Leave, Bereavement, Jury Duty.
- ✔ **Flex Time.** Flexible work hours may be available to eligible employees.
- ✔ **Charitable Support.** Globe Runner encourages charitable volunteer support through the company's PTO on Purpose program which allows full-time, eligible employees to take paid time off for charitable volunteer support annually.
- ✔ **Casual Office.** A relaxed, business casual office environment.
- ✔ **Technology Provided.** Team members are issued laptops and other needed tech.

EXCLUSIVE EMPLOYEE DISCOUNT SERVICES

- ✔ **Oasis Perks at Work.** Savings on Electronics, TVs, Mobile Phones, Cameras, Wearables, Appliances, Home, Travel, Vacation Rentals, Flights, Hotels, Rental Cars, Car Purchases, Auto Maintenance, Flowers, Food & Grocery, Exclusives and a lot more.

ADDITIONAL BENEFITS

- ✔ **Employment and Income Verification** is provided to support buying a home, renting an apartment, leasing a car, establishing credit, applying a loan, etc.

More Career Benefits

Globe Runner has cultivated and maintains a culture that rewards internal success with additional opportunity, responsibility and rewards. That means, we look for opportunities to promote from within. We cross train ambitious team members in anticipation of new opportunities. When new positions are available, they are presented to existing team members before we look for new people. We invest in team members who desire to build a career and not just have a job. We hire people with talent and upside knowing that new opportunities will come in the future. This is how we conduct business.

EMPLOYEE RECOGNITION

Globe Runner has several corporate recognition programs. Employees also recognize fellow teammates for accomplishments. Recognition points can be turned into gift cards for Amazon and other restaurants and retailers - even additional days off and similar rewards.

- ✔ **Bonusly.** Monthly allowances, bonuses and rewards are used by teammates, direct reports and managers to recognize contributions in real time.
- ✔ **Leadership Recognition.** Regular recognition and feedback from supervisors and leadership.
- ✔ **Corporate Events.** Regular Company activities provide opportunities for state of the business communication and recognition of employee and team achievements.
- ✔ **Recognition for Achievements.** Recognition for accomplishments represent permanent additions to your resume and more than anything else, create differentiation and new opportunities.

PROFESSIONAL DEVELOPMENT

Globe Runner is committed to improving our ability to serve our Clients at a higher level. As we help you improve your skills and abilities, we also improve our Team's combined ability to serve our Clients! All team members benefit from best-in-class training and development opportunities, including,

- ✔ **Annual education allowance of \$1,500.00 for classes, seminars, etc.**
- ✔ **Subject matter training and executive skills enhancement**
- ✔ **IDP (Individual Development Plan) development and planning**
- ✔ **Technical coaching and mentoring**
- ✔ **Professional growth and development**
- ✔ **Free access to Lynda.com**

Additional Long-term Career Benefits

At Globe Runner, you will get paid to learn how to apply your experience and grow with a growing company. You will be paid to literally create a more valuable you. Here are some additional benefits you can expect to receive over time,

INTANGIBLE BENEFITS

Intangible rewards can only be delivered by a company and leaders who care. Intangible rewards at Globe Runner include praise, awards, honors, recognition, inclusion, etc. We take this seriously – here's how seriously and what else you can expect:

- ✔ Healthy Leadership Team
- ✔ Strong Corporate Culture
- ✔ Performance Recognition
- ✔ PTO on Purpose Charitable Time-off Program
- ✔ Community Giving Forward Contributions
- ✔ Caring, Qualified Colleagues and Leaders
- ✔ Cross-training Opportunities
- ✔ Servant Leadership Management Model
- ✔ Green Sustainability Opportunities
- ✔ Culture that Values Diversity & Inclusion
- ✔ Career Advancement Possibilities
- ✔ Career Stability in an Established Organization

Perks, Coffee and More Perks

- ✔ **Cool Internal Culture**
- ✔ **Professional Environment**
- ✔ **Breakfast and Lunch Deli on Site**
- ✔ **Free Keurig Coffee and Tea**
- ✔ **Free Healthy Snacks**
- ✔ **Secure, Covered Garage Parking**
- ✔ **Social team outings quarterly**
- ✔ **And more...**

Beyond the perks, the Globe Runner creates an amazing culture demonstrated by high levels of work ethic, integrity and personal commitment to excellence. The Company is committed to protecting that amazing culture through its commitment to servant leadership and high standards.

Our Response to COVID-19

Globe Runner is committed to providing safe work opportunities for our team members and uninterrupted service to our clients. To maintain our safe operations, team members are temporarily offered remote, work-from-home arrangements – provided that they have high speed Internet access and a quiet place to work and conduct phone calls and conversations.



Where in the Galaxy to Find Us

- ▶ **Corporate Office**
16415 Addison Road, Suite 550
Addison, TX 75001
- ▶ ☎ (972) 538-0260



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Explore More on Our Website...

- ▶ **More About Globe Runner**
- ▶ **Working at Globe Runner**
- ▶ **Rewards and Compensation**
- ▶ **Current Opportunities**
- ▶ **Careers Help**
- ▶ [GlobeRunner.com](https://www.globerunner.com)

The Company will consider all qualified employment applicants without regard to race, color, religion, national origin, age, gender, sexual orientation, disability or protected veteran status, or any other legally protected basis, in accordance with applicable law.

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