

PROPELLER

Corporate Social Responsibility

2025 IMPACT REPORT

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Firm Standing

Empowering People, Transforming Organizations, and Driving Sustainable Impact

At Propeller, we focus on one thing: making business transformation happen. We help organizations navigate change with purpose, agility, and speed, working alongside our clients to ensure strategies translate to real impact.

Since our founding, we have remained committed to our values—focusing on people, fostering community, and acting with integrity. Our strategic presence in key markets keeps us connected to the communities where we work, ensuring that our impact extends beyond individual projects. We balance innovation with ethics, never compromising our principles for profit.

Through our client engagements, we reinforce our commitment to social impact, inclusivity, and workplace equity. Whether by advancing diversity, enhancing employee well-being, or equipping teams with the tools and strategies to thrive, we help organizations create environments where people and businesses succeed together.

With every project we take on, our mission remains clear: to leave people, businesses, and communities better than we found them.

A Letter From Our CEO

Welcome to the Propeller 2025 Impact Report!

As we reflect on the past year and look ahead to the future, I am both proud and energized by the resilience, agility, and impact of our firm. Since stepping into the role of CEO in the fall of 2023, I have had the privilege of witnessing firsthand the incredible work and dedication of our team. This marks my first Impact Report as CEO, and I am excited to share our journey, our progress, and our vision for the future.

Over the past year, we have continued to thrive despite external challenges. Our ability to adapt, innovate, and stay connected to the evolving needs of our clients has allowed us to navigate shifting market dynamics with purpose. The macroeconomic, social, and political landscape continues to shape the business environment, presenting both challenges and opportunities. What sets us apart is not just the quality of our services, but the way we show up for our clients—with deep expertise, customized solutions, and a relentless focus on delivering real value. This past year, we have doubled down on our client partnerships, ensuring that we are meeting them where they are, understanding their unique challenges, and helping them achieve their most critical goals.

At the heart of our success is our people. We are committed to building a more inclusive and supportive workplace by fostering a diverse workforce that reflects a broad range of backgrounds, experiences, and perspectives. Our three-year plan included setting measurable goals such as a focus on increasing workforce diversity.

We have deepened our relationships with clients by understanding their evolving needs and providing tailored solutions, while also strengthening our community impact through pro bono consulting and our Uplift program, supporting organizations tackling food insecurity, healthcare, and equity for underrepresented groups.

Looking ahead, we are focused on the intersection of technology, sustainability, and human-centric consulting. As clients navigate the complexities of digital transformation and sustainability initiatives, we are uniquely positioned to support them. Our approach to AI and automation is centered on helping organizations enhance efficiency while ensuring that people remain at the core of decision-making. We are also intentional about how we operate as a firm—traveling judiciously, supporting collaboration, and aligning our resources with sustainable business practices that support both our clients' goals and our broader environmental commitments.

What differentiates us is the way we work. We are a firm built on integrity, ethics, and a commitment to delivering excellence. Our leadership approach prioritizes transparency, accountability, and a long-term vision. Whether through our dedication to being a great place to work, our investment in professional development, or our belief that internal initiatives should be valued as highly as client work, we continue to push the boundaries of what it means to be a consulting firm that puts people first.

As we move forward, we do so with a deep sense of purpose. We are committed to driving impact, fostering inclusion, and delivering value in every engagement. Thank you for being a part of our journey—whether as a team member, client, or community partner. Together, we will continue to shape a future that is both innovative and inclusive, continue, as it always has, to create better outcomes for our clients and our communities — and work toward an environmentally and socially responsible workplace. Together, we can continue to make momentum toward a brighter future for all.



With gratitude, **Sunil Kasturi, CEO, Propeller**

Ethos of Propeller

Our work is guided by eight core principles that shape the foundation of our culture and drive our approach. These principles serve as our compass, helping us navigate strategic decisions and take meaningful actions.

They reflect the standards we uphold in every interaction—with our colleagues, clients, and communities—ensuring our work is purposeful, ethical, and impactful.

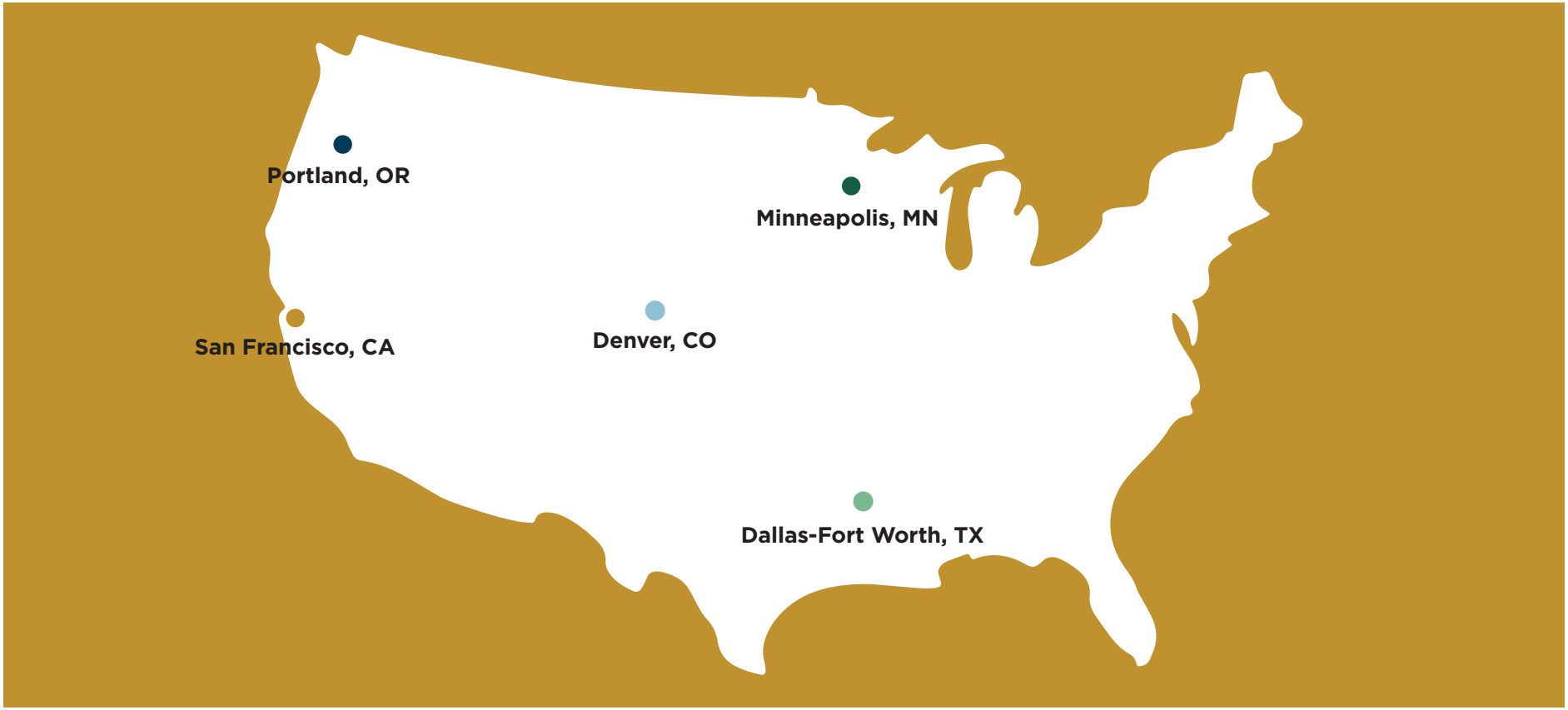
THE CORE PRINCIPLES THAT PROPEL US AND IGNITE IMPACTFUL OUTCOMES.



Collaborating Locally, Impacting Globally

At Propeller, we take a purpose-driven approach to where we live and work, ensuring that our strategic presence in key markets allows us to serve national clients effectively. While we proudly support organizations across the country, our locally focused approach enables our consultants to collaborate directly within their own communities, strengthening our connection to the people and places we serve.

By maintaining a focused footprint, we operate efficiently and responsibly—minimizing unnecessary travel while ensuring that our work aligns with our commitment to sustainability and meaningful impact.



Where We Focus Our Expertise

At Propeller, we are dedicated to delivering exceptional service to our clients and communities, helping organizations navigate complexity and accelerate transformation. We do more than advise; we partner with organizations to turn strategy into action, ensuring that transformation isn't just planned but realized.

Our expertise spans key industries and business functions, allowing us to deliver practical, forward-looking solutions that drive measurable impact. By combining deep industry insight with hands-on execution, we help clients move from vision to reality and build transformation that works in the real world.



PEOPLE + CHANGE

Driving organizational effectiveness, workforce strategy, and change adoption to ensure people remain at the center of transformation and business success.



TECH + DATA

Unlocking business value through data-driven insights, enterprise software solutions, product management expertise, and technology strategy to create scalable, future-ready organizations.



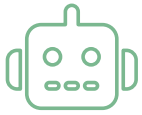
STRATEGY & OPERATIONS

Helping organizations optimize their operating models, plan strategically, and manage portfolios effectively to drive sustainable growth, ensuring AI strategies are aligned with business goals and positioned to deliver real value.



CUSTOMER

Delivering exceptional experiences by designing customer-centric strategies, personalized interactions, and innovative products and services that drive engagement, loyalty, and business growth.



CORE CAPABILITIES

Our work is supported by expertise in program management, change management, process improvement, and AI.

Our Reputation

Everything we do at Propeller is driven by our commitment to delivering exceptional service, fostering a strong workplace culture, and making a meaningful impact. While we don't do it for the recognition, we're proud of the accolades that reflect our values and dedication to our clients, people, and communities.

Great Place To Work.®

We are proud to be recognized as a Great Place to Work, reflecting our ongoing investment in our people and culture.

- **75 NET PROMOTER SCORE (NPS) ANNUAL CLIENT**
  NPS Survey, 2024
- **BEST MEDIUM WORKPLACES**
  Great Place to Work, 2022, 2019
- **BEST WORKPLACE IN CONSULTING & PROFESSIONAL SERVICES**
  (Small & Medium) Great Place to Work, 2018–2022



Women Owned

In 2022, Propeller became certified as a Women's Business Enterprise by the Women's Business Enterprise National Council (WBENC), a leading certifier of businesses owned and operated by women. The certification's emphasis on innovation through diversity is reflective of Propeller's core values centered on committing to people, embracing diversity, and uplifting communities.

By including women-owned businesses among its suppliers, corporations and government agencies can demonstrate their commitment to achieving their supplier diversity goals, and we are proud to play a part.

WOMEN OWNED





"I am honored that Propeller has joined the esteemed group of women-owned businesses with WBENC certification and excited about the opportunities it provides to work with organizations that value diversity as strongly as we do."

– Amy Weeden,
Board Chair, President, and Co-Founder

Corporate Social Responsibility at Propeller

Our Corporate Social Responsibility (CSR) vision is deeply rooted in our eight core principles, which have shaped the way we strategize, serve our clients, build our workforce, engage with communities, **while embracing innovation and emerging technologies responsibly.** These values guide us in aligning our economic, social, and environmental contributions with four key beneficiaries: our clients, our people, our communities, and our environment.

This report reflects Propeller's ongoing commitment to living our values, **leveraging technology to drive positive impact**, and highlighting our progress, learnings, and contributions in support of our clients' and communities' collective environmental, social, and economic goals.



CLIENTS

We help elevate and execute client aspirations as they advance their ESG goals while ensuring AI and emerging technologies align with ethical business practices and long-term success.



PEOPLE

We foster an inclusive workplace where every employee feels valued, supported, and empowered to thrive. Through continuous learning and AI-driven upskilling, we ensure our consultants stay at the forefront of innovation.



COMMUNITIES

We will continue to strengthen our communities by dedicating resources, time, and talent to pro bono initiatives, volunteer engagement, and direct giving.



ENVIRONMENT

We keep our operations lean by supporting clients in our local markets, traveling out of necessity, not practice.

Our Clients

Our greatest CSR impact is often realized through our work with clients.

Our cross-industry expertise helps organizations advance their CSR efforts while balancing business priorities with a greater good. By adapting to shifting market dynamics and evolving needs, we help clients drive meaningful impact for their employees, communities, and industries.

The following examples showcase how we partner with clients to turn ambition into action—creating transformation that lasts.



Industries Served

Accelerating Transformation in Complex Organizations

At Propeller, we navigate complexity and drive transformation across various industries. Whether working with Fortune 500 companies or emerging businesses, we bring deep expertise in Strategy + Operations, People, Tech + Data, and Customer to solve our clients' most pressing challenges.

Our real-world experience allows us to understand the nuances of each industry, providing tailored strategies that drive measurable impact. We work as an extension of our client's teams, ensuring solutions are not only practical but built for long-term success.













Case Study

A Strategic Roadmap to Transform Global Sustainability

To strengthen a healthcare provider's sustainability strategy, Propeller conducted research, engaged global teams, and developed a strategic vision and roadmap. These efforts enabled the organization to integrate sustainability into its strategic positioning, align 2024 functional plans, and accelerate progress on global sustainability goals.





Case Study

Building a Unified Enterprise AI Strategy

A global tech company struggled with fragmented GenAI chatbot development across IT, HR, and Finance, risking inefficiency and technical debt. Propeller engaged stakeholders to create a cohesive AI chatbot strategy, including an enterprise-wide approach, maturity assessment, roadmap, and governance recommendations. The unified strategy aligned leadership on best practices, reduced sprawl, and established clear guidelines for future implementations, enhancing governance and streamlining chatbot deployment across the enterprise.



Case Study

Sustainability Data Visualization & Analysis

To prepare for upcoming environmental regulations on microfiber shedding, a global footwear retailer partnered with Propeller to analyze material testing data. Propeller conducted comprehensive data analysis, created visualizations using Excel and Tableau, and collaborated across functions to align findings. The project improved the internal understanding of microfiber shedding trends, and Propeller developed a standardized approach for future data sourcing and analysis to strengthen sustainability reporting.

Case Study

Data Automation and Process Improvement for Sustainability Reporting

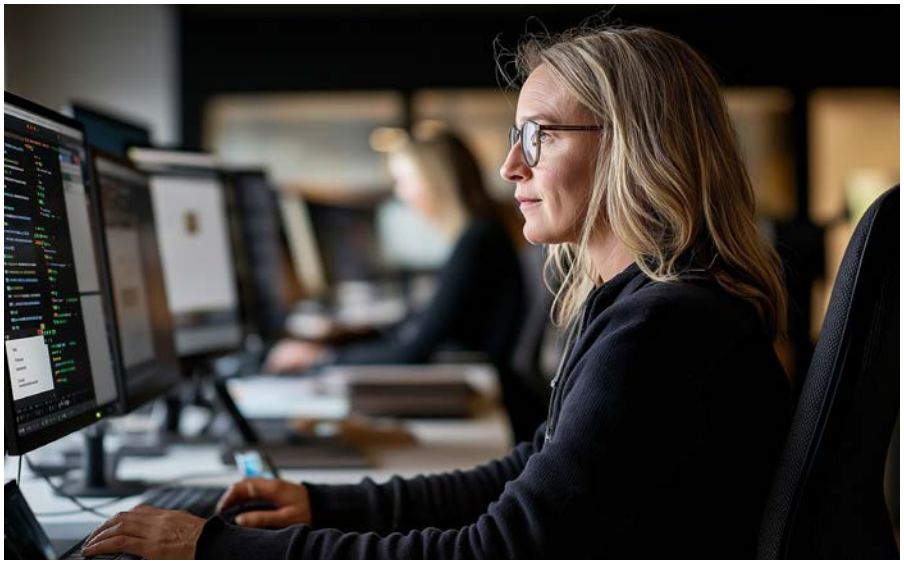
A global retailer struggled with a manual, time-consuming sustainability reporting process that diverted resources from higher-priority projects. Propeller conducted stakeholder interviews, mapped the process in Miro, and developed an Excel template with clear instructions. Through training and meetings, Propeller automated the process, making it accessible to non-experts. This resulted in a 50% reduction in time spent on reporting, improving efficiency and supporting the retailer's broader sustainability goals.



Case Study

Digital Product Design to Increase Benefit Utilization Among Low-Income Residents

Propeller developed a customer-centered tax assistance model to help low-income families in Dallas County claim unclaimed tax credits. Through research, user testing, and iterative design with tools like Figma, Propeller developed prototypes and a strategic playbook. The model is projected to assist 1,000 additional taxpayers, unlocking $500,000 in tax savings while increasing access to vital benefits and strengthening the local economy.





Case Study

Building Long-Term L&D and DEI Strategies for a Global Tech Leader

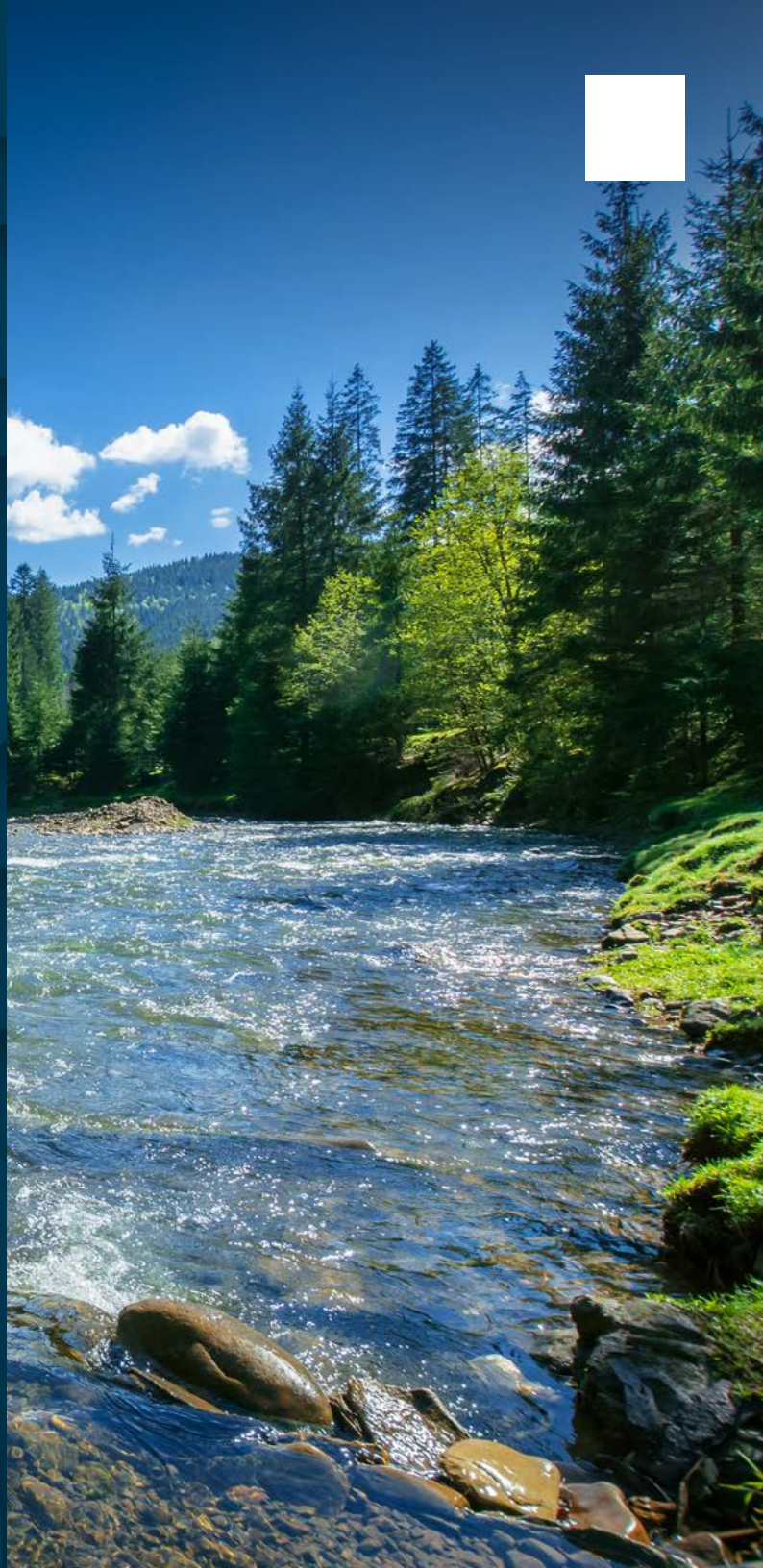
A Fortune 500 tech company aimed to create sustainable strategies for its Learning & Development (L&D) and Diversity, Equity, and Inclusion (DEI) teams. Propeller conducted a current-state analysis, stakeholder interviews, and benchmarking to identify gaps and best practices. Through workshops, Propeller defined future goals and initiatives, delivering a three-year strategy and roadmap with investment options. This approach aligned L&D and DEI efforts with broader business objectives, enhancing visibility and securing long-term program investment.

Our Environment

Eco-Conscious, Locally Focused

Propeller's local business model reduces our environmental footprint while fostering strong community connections. By embracing a hybrid work model and prioritizing business travel for key client moments, we actively reduce emissions from commuting and office use. This approach not only supports a flexible and sustainable work culture but also reinforces our commitment to responsible business practices.

We are proud to report our firm's environmental impact through tCO2e across Scope 2 and 3 emissions, underscoring our dedication to transparency and continuous improvement.



Our Commitment to Sustainability

Our office environments, employee education initiatives, and localized business model collectively reflect our dedication to reducing and bringing awareness to our Scope 2 and 3 emissions while fostering a sustainable future.



SUSTAINABLE OFFICE ENVIRONMENT

Our dedication to sustainability starts with the environments we occupy. For instance, by leasing office space in our Portland location within a LEED Platinum-certified building, we ensure our operations are grounded in energy efficiency and environmental responsibility. This approach reduces our carbon footprint and integrates sustainability into daily operations.



EMPOWERING THROUGH COMMUNITY

Building a sustainable future starts with fostering a strong internal community around sustainability. At Propeller, we provide dedicated spaces, including a Slack channel, where employees can engage in meaningful conversations on sustainability news, insights, and best practices. Additionally, we support discussions on sustainability trends and impact within our work, creating space for knowledge-sharing and collaboration. By making sustainability an ongoing conversation, we cultivate a culture of awareness, responsibility, and shared commitment to a greener future.



LOCALIZED BUSINESS MODEL

By prioritizing local client engagement, we minimize unnecessary travel, reducing Scope 3 emissions while strengthening community partnerships. While we do travel when necessary to clients for moments that matter, our focus on local projects not only supports community growth but reinforces our commitment to sustainable business practices.

Sustainability Reporting

Evaluating our impact through transparency, aligned to global best practices

Propeller calculates greenhouse gas emissions using the GHG Protocol, referencing standards from the International Sustainability Standards Board (ISSB), TCFD, and U.S. SEC guidelines. Due to our local-first delivery model and intentional approach to travel, our Scope 3 emissions are significantly lower than large national consulting firms.

N/A

Scope 1

None, as we do not operate owned assets like buildings or vehicles.

100

Scope 2 - Electricity Usage

Our Scope 2 emissions include electricity purchased for our leased office spaces in San Francisco, Denver, and Portland, with data provided by building management. To estimate our electricity-related emissions, we used 2024 data and emission factors from Oregon's Greenhouse Gas Reporting Program (OAR 340-215), ensuring consistency with state standards.

37,350

Scope 3

We collected our data from consultant travel records for 2023-2024. Since the data is based on estimates, our sustainability impact assessment is also an approximation. These estimates rely on limited expense report data related to travel, including employee air travel for work-related purposes, which was estimated using distance-based data from expensed travel.

2024 Total tCO2: 37,450

TCO2e - tons of carbon dioxide equivalent

Our People

Propeller holds a commitment to people

Since our firm's inception, our commitment to people has been foundational—a core fundamental value that continues to shape our decisions and drive our growth. We believe that an inclusive culture benefits everyone, and a diverse workforce fuels stronger business outcomes. From the beginning, we have strived to create an environment where individuals feel heard, supported, and empowered to bring their authentic selves to work. By valuing and amplifying diverse perspectives, we strengthen our connections, enhance creativity, and cultivate a thriving, collaborative culture.



Employee Benefits: Taking Care of Our People

Staying committed to our people means continuously evolving how we support them, through benefits that reflect our team's diverse lives, priorities, and aspirations.

We prioritize the health, well-being, and safety of our employees and their families. From generous time-off policies to inclusive healthcare coverage and thoughtful perks, we aim to provide benefits that meet people where they are and help them thrive—both inside and outside of work. Below are just a few of the unique benefits we offer.



PROFESSIONAL DEVELOPMENT

Employee-led learning is key to aligning company goals with individual growth. We support this through in-house training, an annual growth benefit for courses or certifications, and a strong performance management process.



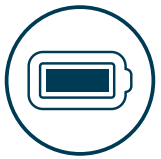
WELLNESS BENEFITS

We prioritize holistic well-being by providing a quarterly wellness stipend, which employees can apply toward gym memberships, home fitness equipment, nutritional counseling, or other wellness-related expenses.



FAMILY SUPPORT

To support families in all their stages and forms, we offer paid parental leave and fertility and adoption benefits.



SABBATICAL PROGRAM

After five years with Propeller, employees are eligible for a four-week paid sabbatical. This provides an opportunity to take extended and uninterrupted time away.

Propeller's Employee Stock Ownership Plan

Our Employee Stock Ownership Plan (ESOP) is designed to incentivize and reward dedicated employees through equity ownership. Our employees are what make Propeller an incredible place to work, and the ESOP allows us to provide a distinctive financial benefit to those who have contributed to its growth year after year.

Propeller is a company where employees think and act like owners. A culture of ownership means that we are all working towards the same goals together—when the firm succeeds, we all succeed. Through the ESOP, our collective actions, ethics, service, and performance will directly impact each of us financially in the long term.

When a company establishes an ESOP, it creates a trust and makes annual contributions to this trust; eligible employees will have accounts within the ESOP to which stock is allocated. Employees do not purchase stock through payroll deductions or financially contribute to the plan. Over time, account balances increase as the company's value grows, and employees vest (gain rights to the shares) in their accounts.

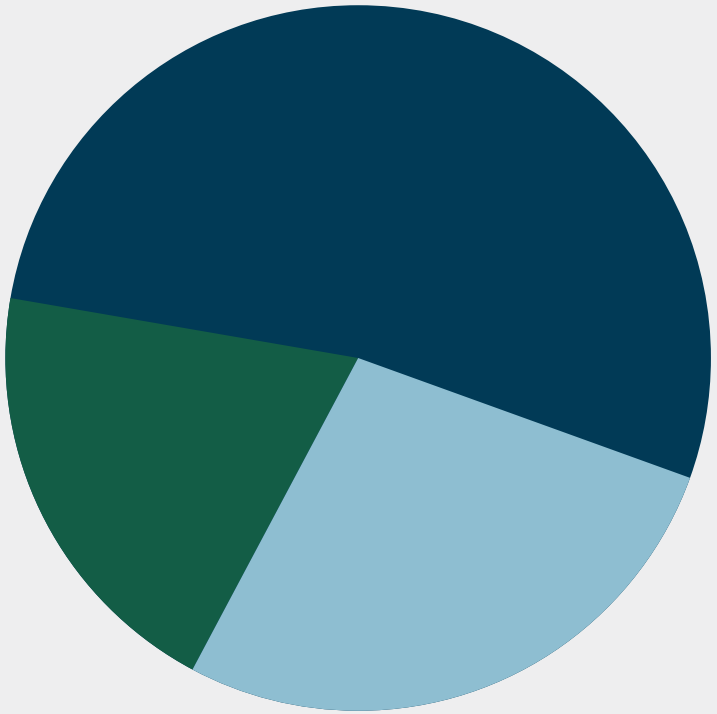
32% of Propeller is employee-owned, as of 2025.



Diversifying Our Applicant Pool

2024 Applicant Diversity

- **53% BIPOC**
- **27% WHITE**
- **20% DECLINE TO SELF IDENTIFY**



We've dedicated significant efforts to diversifying our candidate pool, recognizing that a variety of perspectives strengthens our firm.

To bring this commitment to life, we've implemented thoughtful practices and tools that help remove bias and increase access throughout the recruitment process.

- We implemented the Greenhouse Applicant Tracking System (ATS), which offers a suite of tools designed to promote diversity, equity, and inclusion throughout the recruitment process. By integrating Greenhouse into our recruitment strategy, we aim to create a fairer hiring process and build a more inclusive workplace.
- Our interviewers receive ongoing training and structured monitoring to mitigate bias and ensure fair, consistent, and equitable evaluations throughout the hiring process.
- We've built partnerships with universities to connect with emerging professionals from diverse disciplines and create inclusive pathways into consulting.

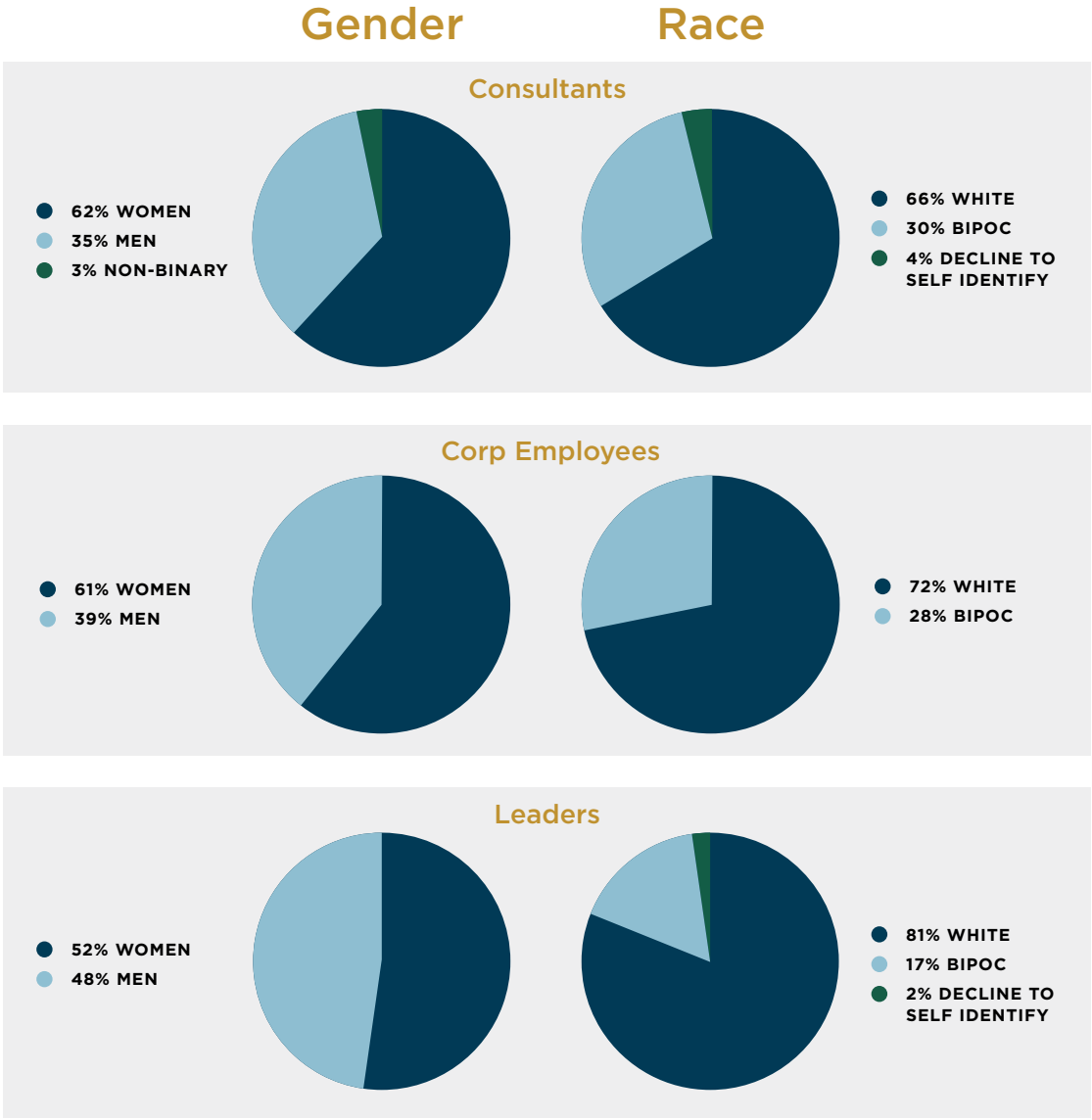
While we are proud of our progress, we remain committed to continuously refining our approach to ensure our hiring processes reflect our values of inclusion and opportunity for all.

Building a Diverse Leader Pipeline

We are committed to building a leadership team that reflects the diverse composition of our firm. Representation at all levels is essential to fostering an inclusive workplace where every employee can envision a path for growth. To support this, we are investing in creating clear pathways to leadership, providing mentorship, and offering development opportunities to equip employees to grow and thrive in their careers.

A key milestone in this journey was the launch of our Consulting Manager role—designed to give emerging leaders the experience, training, and support they need to step confidently into more senior roles.

We're proud of the progress we've made, and we remain focused on doing the ongoing work to ensure our leadership pipeline is inclusive, equitable, and accessible to all.



Data snapshot as of March 2025

Leaders – Managers and above

Our Commitment to an Inclusive Culture

At Propeller, we believe that fostering an inclusive environment where every voice is valued is essential to our success. Our firm is built on transparency, accountability, and continuous improvement. We focus on initiatives designed to drive measurable impact across recruitment, pay equity, leadership development, and employee engagement.

What We've Done...



INCLUSIVE HIRING PRACTICES

1. Developed comprehensive scorecards to assess anti-bias and anti-racist interviewing practices.
2. Standardized hiring processes to ensure fair and equitable candidate evaluations.



PAY EQUITY + TRANSPARENCY

1. Refined our pay equity analysis to identify and address compensation disparities.
2. Published pay ranges to promote transparency and build trust within our organization.



FAIR PERFORMANCE MANAGEMENT

1. Standardized review processes to eliminate bias and ensure equitable assessments.
2. Trained leadership teams on effective performance management and professional development.



ENHANCING EMPLOYEE VOICE + BELONGING

1. Expanded and improved employee feedback channels to encourage open dialogue.
2. Established a culture where everyone can bring their authentic self and work toward shared goals.



COMMUNITY IMPACT

1. Continued our commitment to pro bono work, supporting initiatives that promote equity beyond our organization.

Looking Ahead

Fostering an inclusive, engaging, and equitable workplace is an ongoing journey—one that requires continuous reflection, action, and accountability.

While we have made meaningful progress, we recognize that there is still much to accomplish, particularly in ensuring that all employees have equitable access to opportunities, feel a strong sense of belonging, and are consistently supported throughout every stage of their careers.





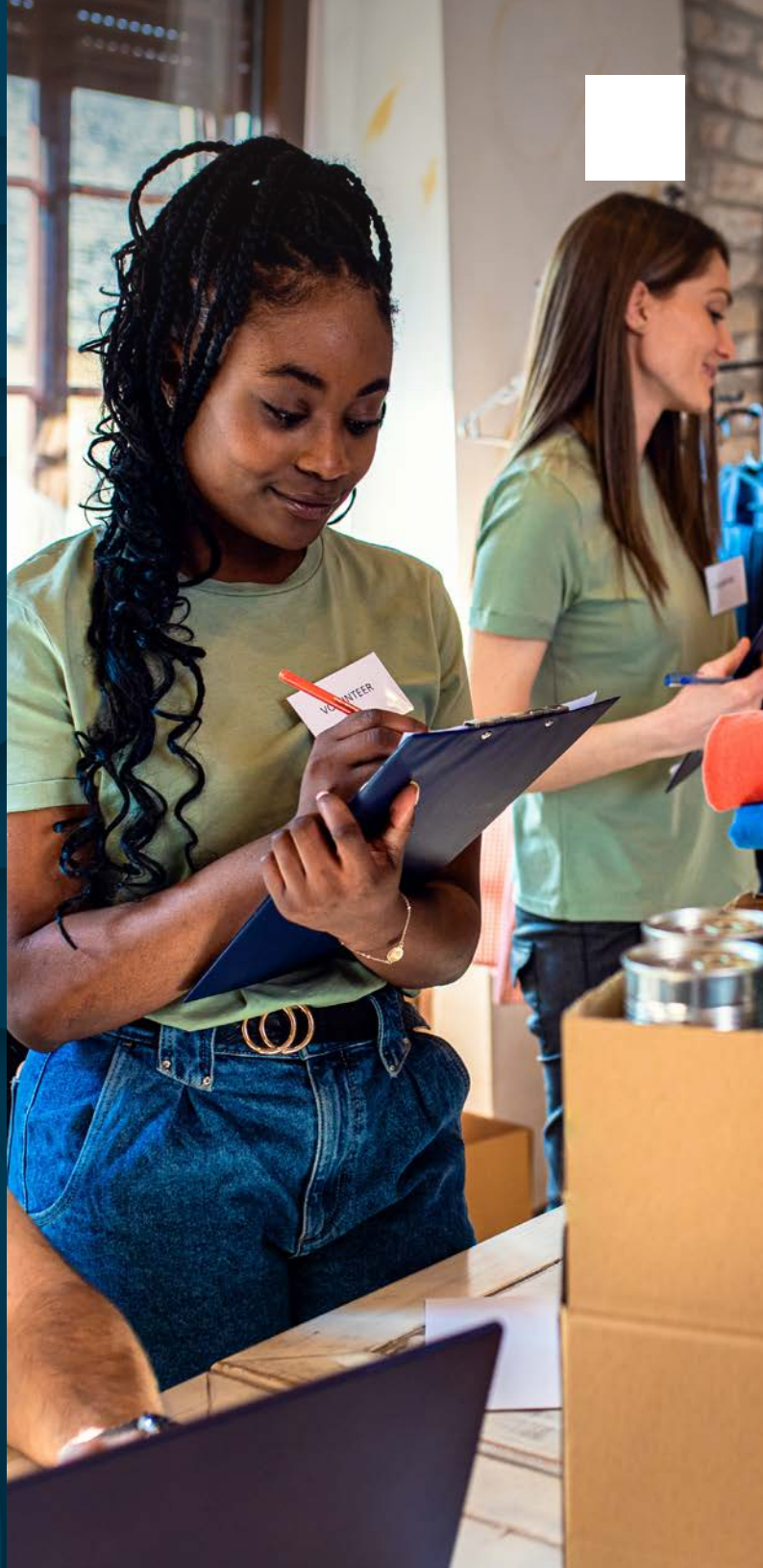
Launching in 2025, our new Culture Connectors initiative is one step toward enhancing our workplace experience. Aimed at fostering connection, inclusivity, and pride within our firm, this initiative will go beyond cultural engagement to tackle vital areas where we need improvement.

Together, we are shaping a workplace where every employee feels valued, heard, and empowered—not only today but also for the future.

Our Community

Giving back to the community is a meaningful part of our culture.

Propeller is committed to strengthening the communities where we live and work, investing in organizations, people, and businesses that make a local impact. Our passion for problem-solving, combined with our consulting expertise, allows us to uplift our local communities through pro bono projects, professional development workshops, hands-on service, and corporate philanthropy.





Strengthening Communities Together

Through our Propeller Uplift program, our people apply their business expertise and problem-solving skills to support nonprofit partners, driving meaningful community impact. Our goal is to uplift organizations through consulting, professional development, and direct service. Since our founding, serving local communities has remained a core focus—reflecting the shared values of our employees and our commitment to corporate responsibility.

UPLIFT 2023 IN REVIEW

$497k
invested in our communities via in-kind value of pro bono consulting and direct service, and financial giving

59%
of employees participated in Uplift activities

21
total pro bono engagements

2
hybrid paid / pro bono projects

5
professional workshops

UPLIFT 2024 IN REVIEW

$213k
invested in our communities via in-kind value of pro bono consulting and direct service, and financial giving

67%
of employees participated in Uplift activities

19
total pro bono engagements

5
hybrid paid / pro bono projects

4
professional workshops (counted in the total pro bono engagements)

Our Community Partners

Our consultants don't just work in the communities we serve—they're a part of them. That's why we prioritize long-term partnerships with local nonprofits, using our expertise to drive meaningful impact. Across our offices, we collaborate with organizations that align with our values, contributing time, skills, and resources to help build a stronger, more connected future.

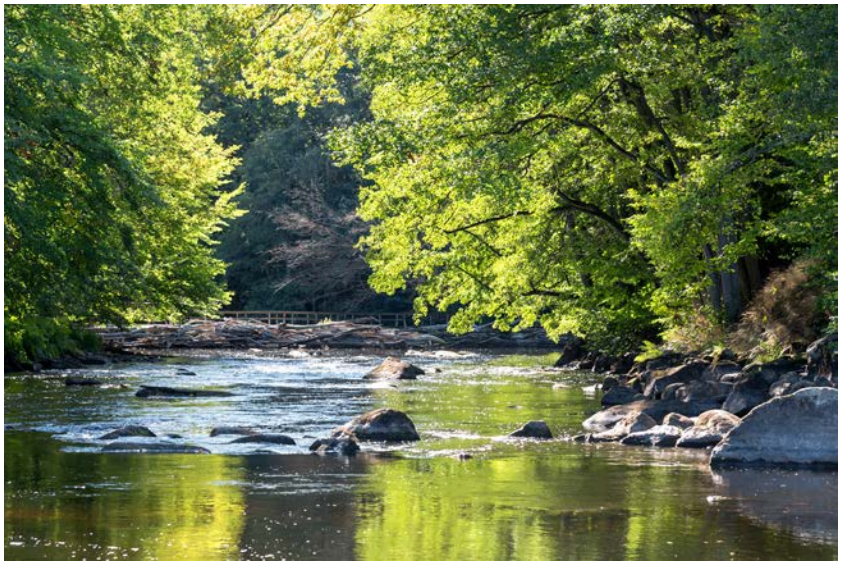


NORTHWEST OUTWARD BOUND SCHOOL
Blanchet House & Farm
REFUGEE CARE COLLECTIVE
CENTER FOR COMMUNITY CYCLING
rmmfi Rocky Mountain MicroFinance Institute
GARY COMMUNITY VENTURES
Shangri-La Enriching Lives Together
KairosPDX
REBUILDING CENTER REUSE, REPAIR, RESILIENCE
PLAY BOULDER FOUNDATION
HUNGER FREE COLORADO
MERCY CORPS NORTHWEST
PLAYWORKS
JOY Rx Children's Cancer Association
path home
IMPACT NW PREVENTING HOMELESSNESS SINCE 1966
STONE SOUP ENOUGH TO SPARE AND SHARE

Aligning Our Commitment to UN's Sustainable Development Goals (SDG)

The 2030 Agenda for Sustainable Development, adopted by all UN Member States in 2015, provides a global framework for peace, prosperity, and sustainability. At its core are 17 Sustainable Development Goals (SDGs), which call for urgent action to end poverty, reduce inequalities, improve health and education, and drive economic growth—while tackling climate change and protecting natural ecosystems.

To enhance our impact, we involve employees in choosing an SDG for each year, allowing us to deliver our efforts in a focused manner while uniting our internal initiatives and highlighting meaningful stories about our approach and results. We aim to align at least 50% of pro bono hours to the selected SDG, with an annual review to ensure continued alignment with our values.





Focus for 2024

SDG 10 seeks to reduce inequality within and among countries by promoting social, economic, and political inclusion of all people, regardless of age, gender, disability, race, or economic status.



Focus for 2025

SDG 3 aims to ensure healthy lives and promote well-being for all at all ages, focusing on critical health priorities like improving maternal and child health, mental health, and more.

Case Study

Improving Equity and Efficiency for a Homelessness Prevention Program

Propeller partnered with a nonprofit to revamp its Homelessness Prevention Program, which faced inefficiencies due to an outdated application process. Through collaborative workshops and interviews, key pain points were identified, leading to a redesigned, user-friendly system. The improved system reduced administrative burdens, increased accessibility for families in crisis, and improved operational sustainability. As a result, the nonprofit was able to support more families and enhance its data collection efforts for future impact.





Case Study

Data and Analysis Framework to Enable Better Decision-Making for Nonprofit

Propeller assisted a large nonprofit in improving its data collection and analysis, addressing inefficiencies that hindered program evaluation. The Propeller team created custom dashboards and forms to streamline data tracking and enhance decision-making, helping them visualize participation and demographic data. These tools improved event planning, stakeholder communication, and long-term knowledge continuity, ensuring the organization can make data-informed decisions while saving time and resources.

Why We Give Back: Stories from the Uplift Program



CONSULTANT

Ava Rose

"The scale and impact of the Uplift initiative was a key factor in my decision to join Propeller. I've had the opportunity to work on 4 pro bono projects so far, and getting to develop my skills while supporting a range of inspiring organizations is definitely one of the highlights of my role."



CONSULTING MANAGER

Rose Barklow

"For me, the most rewarding part of my work at Propeller is the ability to connect with and uplift my local community in a hands-on way. It's not just about delivering solutions—it's about seeing real, positive change and knowing I played a part in making it happen. Being part of a team that values impact beyond the workplace makes every project even more meaningful."



FINANCE & ACCOUNTING

Linda Villarreal

"Ever since I joined Propeller, Uplift has represented an incredible opportunity for me to give back to the community. This initiative allows me to pay it forward, recognizing how fortunate I've been to have my basic needs met and access to an education that led to a great job and a place to call home here in the U.S. after immigrating from Colombia."

Our Future

Shaping a Better Future Together

At Propeller, we believe the right people, paired with the right mindset, can achieve anything. As a firm and as individuals, we remain committed to continuous learning, growth, and evolution. No matter what's happening externally, we stay grounded in our values—adapting to change with curiosity and resilience, guided by our diverse experiences. This mindset extends to our clients, where we navigate transformation and uncertainty alongside them.

Our culture of ingenuity, intelligence, and expertise empowers organizations to grow and thrive. These values will continue to propel us forward.



Maintaining Momentum Into the Future

Our Priorities for the Next Two Years

To uplevel our CSR foundation and expand our impact across our beneficiaries, we will be putting momentum behind a variety of priorities, including:

- Continuing to drive meaningful ESG-related change for our clients
- Documenting and sharing successes and learnings to lead by example and maximize impact
- Strengthening internal awareness of DEI and ESG principles to guide informed, values-aligned decisions
- Reinvesting in our communities through pro bono work, volunteering, and direct giving
- Investing in systems and programs that advance gender and racial equity at Propeller
- Refining impact measurement and reporting to track GHG emissions, DEI progress, and overall impact, ensuring accountability for a sustainable future



CLIENTS
Partner with clients to solve their toughest CSR challenges across people, operations, and technology.



ENVIRONMENT
Prioritize supporting local clients, traveling only for moments that matter.



PEOPLE
Foster a workplace where all employees can thrive, regardless of background.



COMMUNITIES
Strengthen communities through pro bono work, volunteering, and direct giving.

The Success Of Our Firm Is A Direct Result Of The People We Employ

As our team grows, we stay committed to investing in our people and uplifting our communities in ways that align with our core values. Our commitment to people is at the heart of everything we do—building strong client relationships and a thriving internal team. This commitment is a cornerstone, allowing us to expand while embracing diversity.

Excellence defines our approach to client engagements and our strategic efforts to minimize environmental impact. Perseverance and resilience guide our CSR initiatives, ensuring we drive meaningful impact without compromising the growth of our firm, employees, and culture.

We seek individuals who balance humility and intellectual confidence—because we believe this balance is essential for shaping a more equitable and sustainable future in business. This philosophy is reinforced by our dedication to delivering exceptional work and innovative solutions, empowering our partners to achieve new levels of success in their industries.




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