



Attracting & Developing
the Workforce for the

ENERGY TRANSITION

powered by  PinkPetro™

As seen in:

BARRON'S

Bloomberg



Newsweek

SCIENTIFIC
AMERICAN

A Letter from the Founder

Five years ago, I launched Pink Petro, a global community of professionals committed to the development, recruitment, and retention of diverse talent for the energy transition. We work with organizations that are committed to diversity and inclusion, providing them a framework to become a leader in diversity, attract top talent, build amazing culture and retain high performers.

What makes us different?

We are unique, and attract a targeted audience of high-level professionals who want to see change happen within themselves, the workplace and the energy industry.

We are the leading source for oil and gas, utilities, and alternative energy in talent, culture, and workforce transformation.

We are pioneers in digital, social, live, and on demand services. Our content is relevant, niche, and tailored. We bring vetted decision makers and influencers in one place.

We know energy, as we partner with some of the largest energy companies in the world. Our digital reach is unlike any other. We are the voice for a new future in energy.

We practice respect and inclusion. We know we need all forms of energy and people of different genders, races, ethnicities, generations and intersectional perspectives to create the workforce of the future.

We embrace difference. We're authentic, honest, and bold. We create things, take risks, and bring energy to everything we do and never apologize for who we are.

We are a for-profit, for-purpose social enterprise. When you buy from us and our partners, you're supporting women and minority business owners

We measure everything. Numbers speak louder than words, and we promise you an ROI you can take anywhere.

We know the challenges, have a solution, and we're shifting the talent and culture in energy and we can't wait for you to be a part of it.



All my best,

A handwritten signature in black ink that reads "Katie Mehnert".

Katie Mehnert
Founder and CEO

We Understand the Challenge.

Energy is in a talent and culture crisis. Despite lowering demand, the COVID-19 crisis and 18-24 economic outlook for commodities, there are four critical issues we face in the energy workforce:



An aging workforce
has created critical
competency gaps



**Gender and ethnic
representation**
lags behind other
STEM industries



The energy industry
doesn't have a **clear
and compelling
value proposition**



**Climate change and
sustainability** is creating
social and financial
pressure to drive change

That's why we've created a space that connects the energy industry to resources and best practices. We provide a neutral platform for dialogue and actions to address an equal, inclusive and sustainable culture. And, we offer resources for corporate, academic, and association members with the tools they need to adjust to these changes.

We believe our progress will be accelerated by working together. By combining forces on these four critical initiatives, we can drive change across the entire value chain.

For your employees

COURSES: Educational content that is relevant to today's social and economic issues, empowering energy professionals with the tools they need to be successful from inclusive team collaboration, to personal skill growth.

COACHING: Vetted coaches and mentors to advise our ALLYSM network on career strategy, and provide paid members special attention and accountability with their individual career goals.

IN PERSON AND ONLINE EVENTS: Open access registration privileges to our events featuring influential speakers and experts there to answer your most pressing questions.

RECOGNITION AND AWARDS: Digital access to our online signature experiences, Energy 2.0 and The GRIT Awards® & Best Energy Workplaces®.

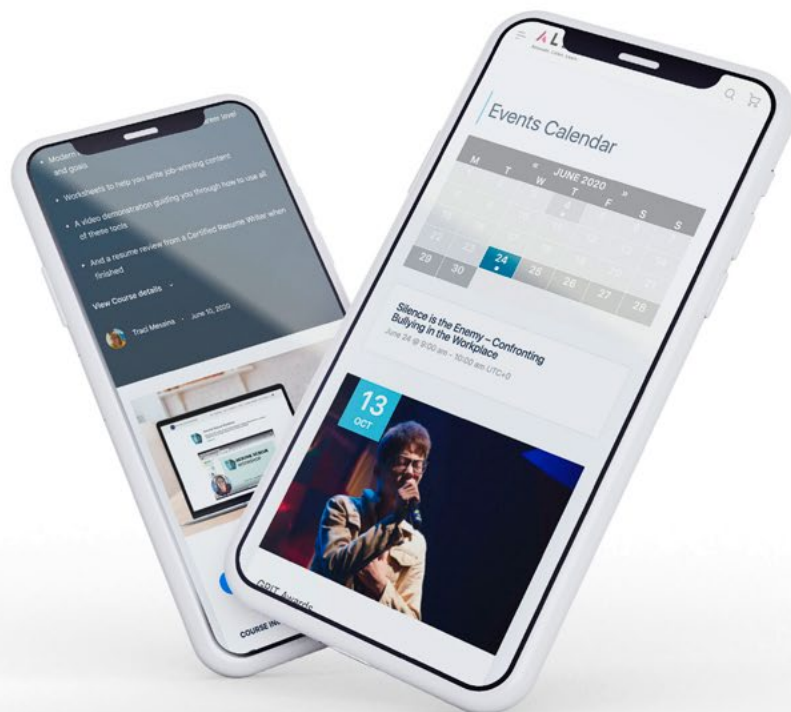
HIGH IMPACT CONTENT: Articles and reports written by experienced authors, and prioritized by your member preferences, AKA "roadmaps".

DEVELOPMENT ROADMAPS: A personalized experience for each individual: ALLYSM prioritizes your interests and filters the topics that are most important to you.

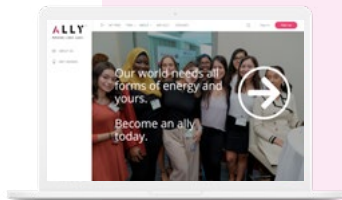
PUBLISHING CAPABILITIES: Select members will be approved to write, share and publish their own blogs.

A HATE-FREE AND SPAM-FREE ENVIRONMENT: ALLYSM has the best features we love about social media sites, but without the spam, hate and opinion division.

GLOBAL NETWORKING: Connect with real world professionals, minus the scammers.

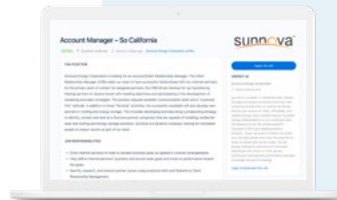


For your company, school or group



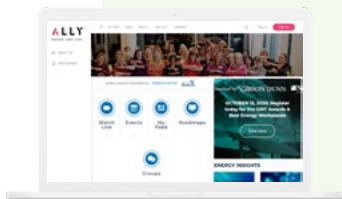
BRAND AND REPUTATION:

Build your brand online with investors, employees, media, and the public.



TALENT ATTRACTION:

Find the best candidates with a focus on DE&I using our talent acquisition tools.



TALENT DEVELOPMENT:

Give your employees a spam and hate free community where they can connect, develop and grow themselves.



CORPORATE SUSTAINABILITY:

Sponsor events, content, research and help build the industry's collective reputation online.



INDUSTRY COLLABORATION:

Work with energy companies of all sizes and across oil and gas, utilities, and renewables to meet ESG and DE&I challenges.



EMPLOYEE & WORKPLACE RECOGNITION:

Spotlight your culture through our GRIT Awards® & Best Energy Workplaces®



How We Drive Engagement

- **We're pioneers in digital.** When the COVID-19 pandemic shut down the industry, we didn't miss a beat, and in fact, accelerated our programs from monthly to daily offerings for our community.
- **We're a globally recognized brand.** Our top geographies are the United States and the United Kingdom with growth in Asia and the Middle East.
- **Our audience is diverse.** 60% is female and 67% are under the age of 44.
- **We reach the middle and next generation of talent.** 43% of our audience has less than 10 years of experience and 52% of our audience has 15+ years of experience.
- **We're active online.** Find us on Twitter, WIKI, Facebook, and Instagram. ✓
- **Our audience is happy.** 98% are likely to recommend our solutions to others and our content is sticky with a 28-46% open rate.
- **Our ALLY Council.** Our ALLY Council brings industry together like no other on workforce development, diversity, equity, inclusion, and sustainability / ESG.
- **The world wants more of us.** We are widely covered in the mainstream media: CNN, Scientific American, CNBC, Newsweek, Bloomberg, The New York Times, and Barrons.
- **We know Energy.** We've worked with over 100 brands, from corporations, startups, academia, and NGOs.
- **We're ambitious.** We have professional organizations and external affinity groups joining ALLY across the energy. Our goal is to scale to 100,000 members by the end of 2021.

Allyship in Action

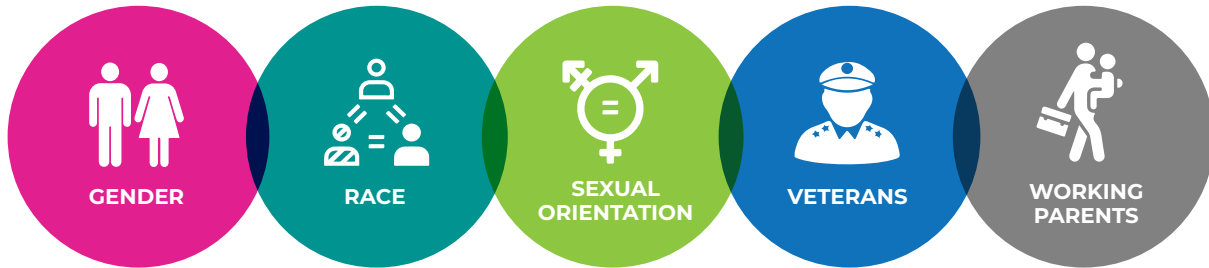
Developing Networks

Hear from our members on why its important we develop networks both in person and online to develop the workforce and enhance our social license to operate.



Developing Best Practices

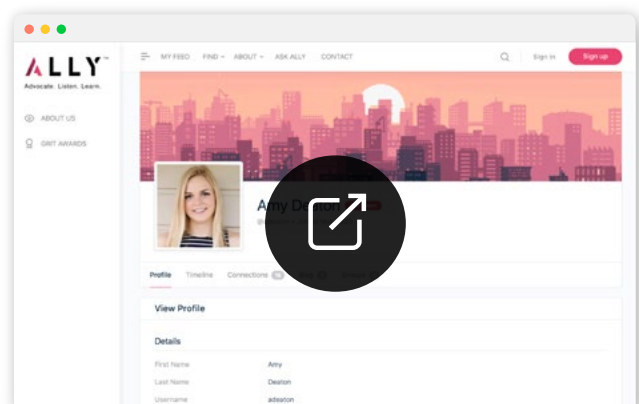
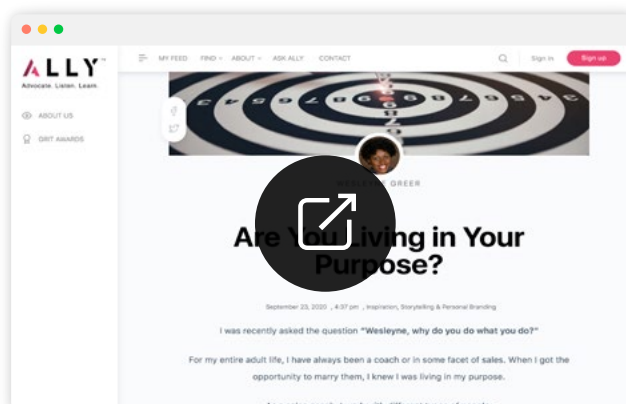
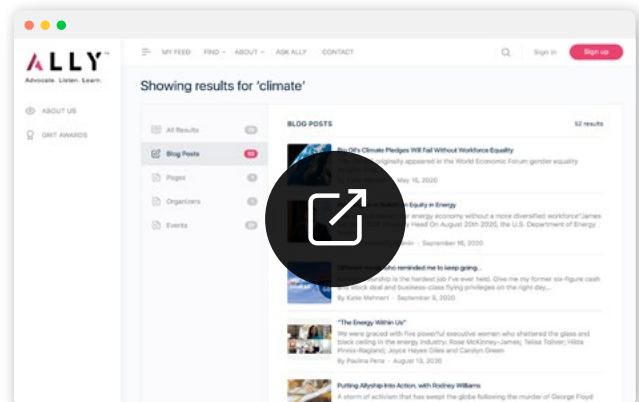
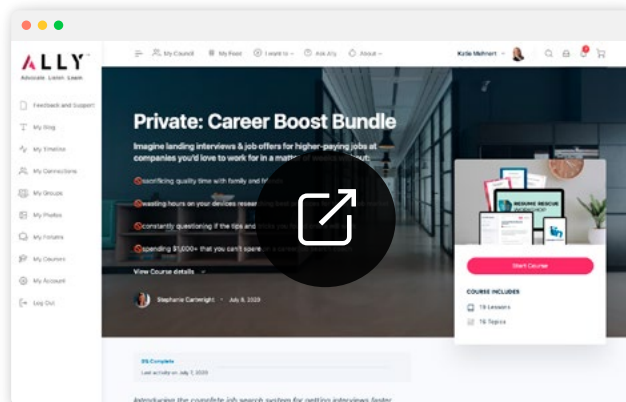
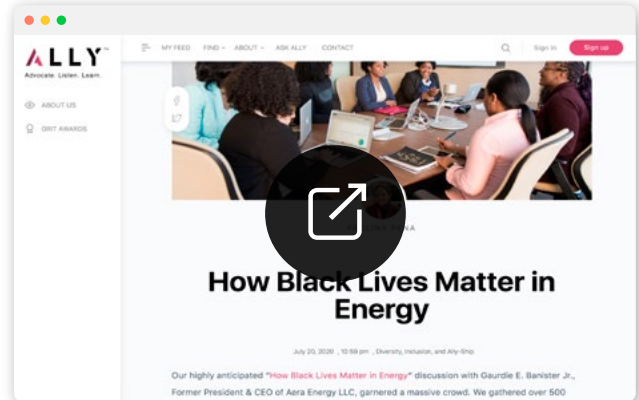
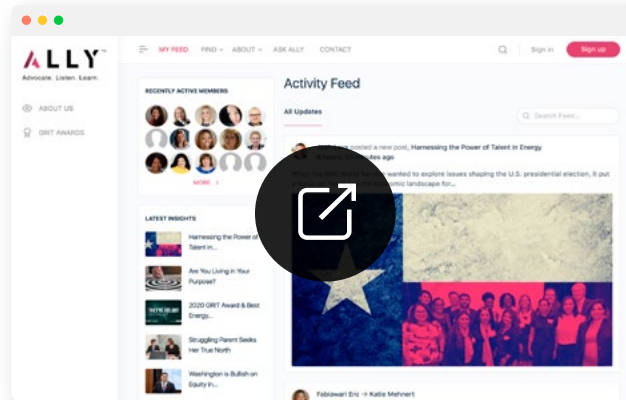
Read more about the work we do to connect the ALLY community to help them to develop their own resources groups and affinity organizations that focus on the intersection of gender, race, sexual orientation, veterans, and working parents.



Energy Workforce of the Future Report

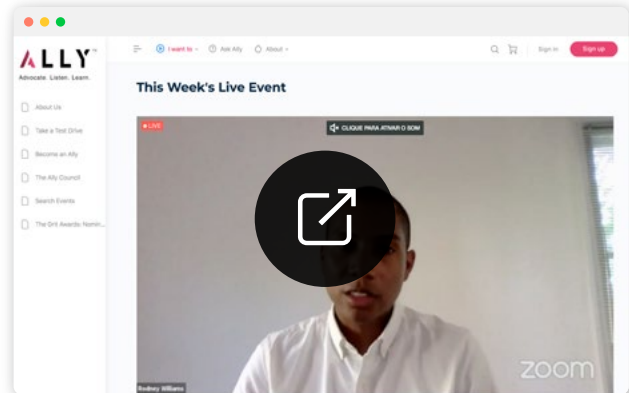
Creating an Inclusive Hate-Free Community

Our digital community uses no algorithms to beacon your preferences and does not tolerate hate. Connect with like and unlike minds, develop, and grow.



Developing the Energy Workforce

Our training, development, coaching and events are relevant.



Events



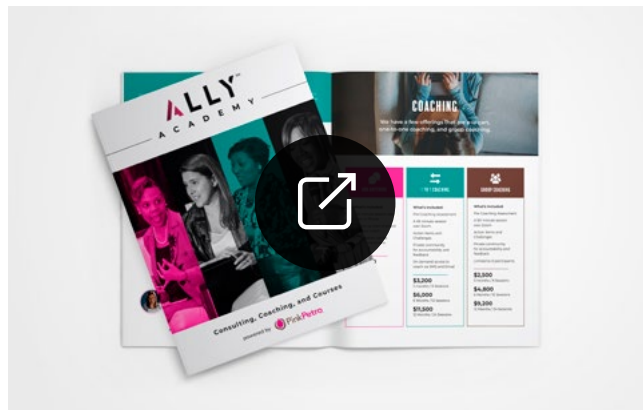
The Energy Workforce of the Future



Energy 2.0



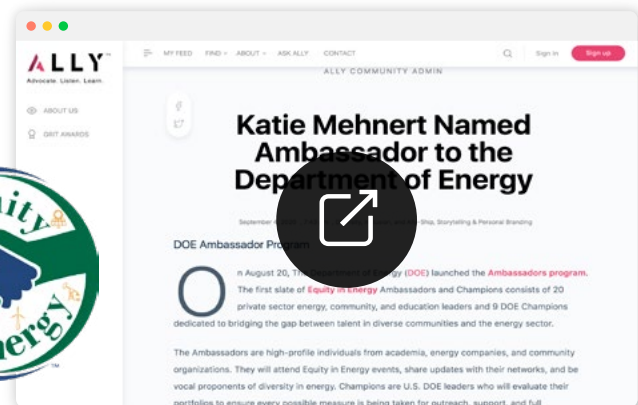
Courses



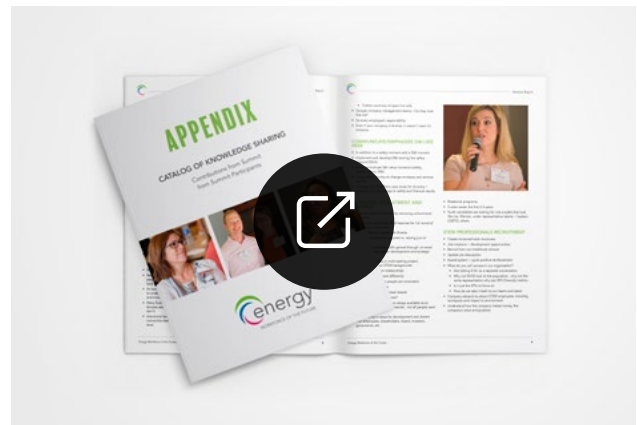
ALLYSM Academy

Driving Industry Collaboration: Energy Workforce of the FutureSM

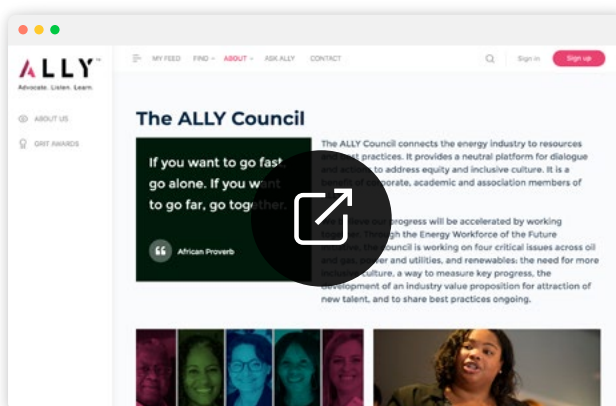
Learn about our [Energy Workforce of the Future Initiative](#) and our role in the US Department of Energy's, "Equity in EnergyTM" initiative.



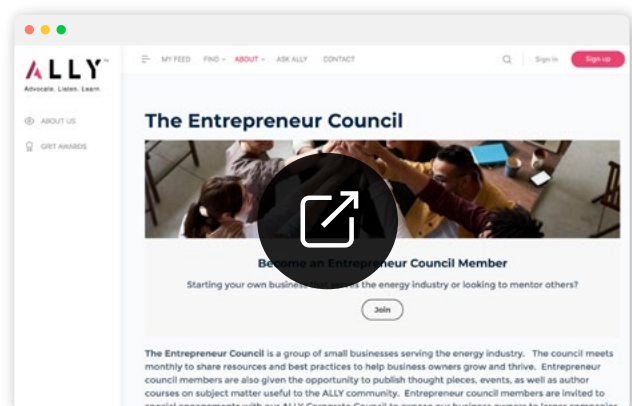
[EWOTF Report](#)



[EWOTF Appendix](#)



[ALLY Council](#)



[Entrepreneur Council](#)

Branding and Reputation Management

We are a thought leader on the energy transition, environmental allyship, and workforce having been featured in BBC, Barrons, Bloomberg, CNN, CNBC, Forbes, Newsweek, Scientific American, The New York Times, and many other media outlets.

[Learn More](#)



BARRON'S

Bloomberg



Forbes

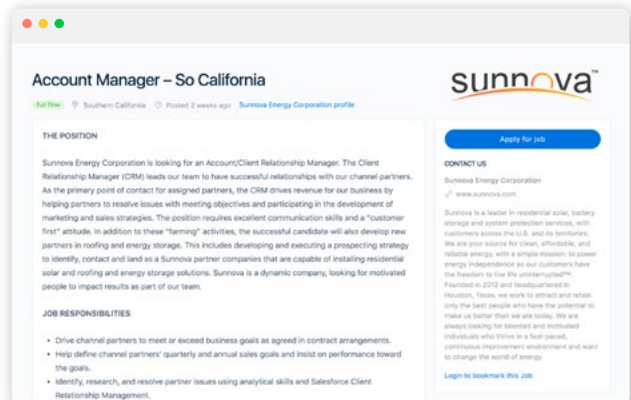
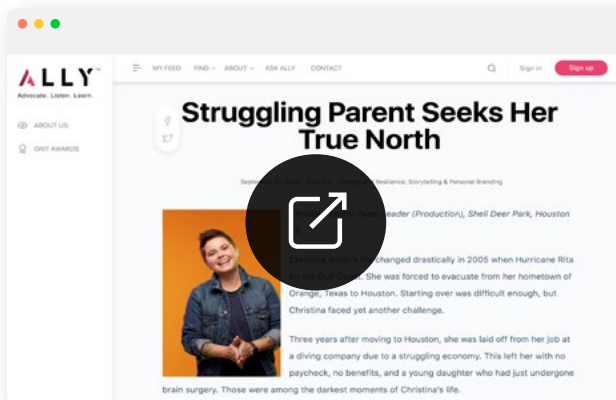
Newsweek

SCIENTIFIC
AMERICAN

The New York Times

Inclusive Talent Acquisition

We are the destination community and careers site for the energy industry. We tell the stories about the people who are making the future for our industry.



What do our clients think?



"This community really sees energy differently. It's pushing the edge in the way we ought to think where the industry is going and it's been a really great and powerful partnership."

Deanna Jones
Chief Human Resources Officer



"This community is different because it's opening doors to conversations that otherwise wouldn't happen and I'm proud to be a part of it."

David Reid
Chief Marketing Officer



What does it mean to you to be an ALLY in the context of the work we do in energy?

"Being an ALLY in energy means advocating for the positive impacts of the energy industry and supporting fellow professionals (particularly those who are often underrepresented)."

Maria Pesek



"It is very important for me to be an ALLY for all women in the energy workforce, including those who look and think like me and those who don't, to achieve their ambitions and realize our vision of gender parity and equity in energy while simultaneously drive the energy transition."

Kera Gautreau



What does it mean to our industry to be an ALLY in the context of the work we do in energy?

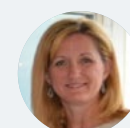
"Change! It means keeping up with trends, or working to change them if needed. It means inclusion, it means caring for the environment, and it means we are all part of the future success and we can't just sit back and wait for someone else to guide OUR future."

Kristen Damon



"To get diverse views and ideas to make our industry better and find new ways to accomplish the work."

Carol Davis



How do you think Pink Petro is enabling your definition of an ALLY or allyship?

"By creating a network of support and idea-sharing to tackle the traditional system and improve it."

Katie McCutcheon



"It's a great platform for raising awareness of the need for and the part that diversity in the workforce can play in making better business decisions, improving the work environment, and generally guiding the energy industry towards that end goal of an inclusive and supportive industry."

Keri Belcher



Our Commitment to the Community

Many mistaken our cause as charitable. An equitable workforce is a business challenge. We're proud to be a Texas for-profit woman-owned c-corporation. We're for profit, for planet and for purpose. Like many of our own clients, we have our own corporate giving programs. We believe in the fundamentals of the United Nations Sustainable Development Framework. We provide resources to strengthen the pipeline of talent in energy, build a diverse and inclusive supply chain, and support the end to human trafficking.



Alignment with the United Nations Framework

All of the work we do is in service of these five United Nations Sustainable Development Goals. They are the blueprint to achieve a better and more sustainable future.

- Gender Equality
- Affordable and Clean Energy
- Decent Work and Economic Growth
- Reduced Inequalities
- Climate Action



Strengthening the Pipeline of Talent in Energy

Lean In Energy empowers women through a structured mentoring circle program. It's aim is to achieve gender parity and equity in the energy sector.



Building a diverse and inclusive supply chain with energy entrepreneurs

Entrepreneurs are the lifeblood of our economy. Our council provides a network to develop owners and give them access to business and capital.



Supporting the End to Human Trafficking

Since 2010, Redeemed has led the effort to provide safe and sustainable long-term residential trauma-informed care for those women who were exploited in sex trafficking.