

# Conga

## Taking the Team to New Heights

Acquisitions can be especially stressful for those working at the company that is going away. But what if worry about keeping your job was replaced with a feeling of winning the employer lottery.

That's what happened a year ago for those at Octiv (founded as TinderBox) when it was bought by Conga, a Denver-based leader in the world of digital documents.

The relief that filled the downtown Indianapolis office came pretty quickly, recalls Mary Ryan, executive assistant to the chief marketing officer/HR operations specialist.

"From the very moment they (Conga leaders) came off the elevator, they worked very hard with everybody here to make sure they were on a great career path – that (the acquisition) was a smooth transition for everyone and everybody would land on their feet," she begins.

"Conga's main mantra is growth equals opportunity. They were nothing shy of that with every single person in this office. They wanted to make sure the benefits were the best of the best, and that we were happy with our compensation and titles, and our new teams.

"I realized they didn't just purchase us for the (Octiv) product. They purchased us for our people. ... They have such a passion for our people."

Approximately 50 individuals are currently employed at Conga Indy.

Among the group is Daniel Incandela, chief marketing officer for all of Conga, who was hired after the acquisition.

"What I have found to be a really great quality of the Conga culture is that they acquired a company here and now they are investing in the city and this office.

"They are placing a lot of the new hires in this office because they see the quality of what's happening in Indianapolis and the talent, and they want to build in the city as well. That's rare for a company outside of the state to do that."

### More than 'just posters on a wall'

Ryan says she'll never forget a call she received from the HR department in Colorado.

"They said whatever flavor you have in the Indy office, we want you to keep that up. Your employees are happy. The office is thriving; we don't want to take that from you ... and they have never faltered from that," she praises.

Instead, Conga's guiding principles – five-star value, passion with a purpose, adapt to win and desire for knowledge – have been married to pre-existing positives.

The five-star value has become a "rallying cry" for Conga Indy to deliver a wonderful experience to its prospects, customers and colleagues, Incandela notes.

PR director Stephanie Capouch had been at Conga Indy only a month when she spoke to *BizVoice*® about what immediately jumped out to her.

"I could see how engrained the core values are and how people actually live and breathe them. They aren't just posters on the wall," she declares.

"Everything from the desire to be flexible, be helpful, be collaborative to a really strong customer-focus mentality."

Adam Becker, chief of staff to the CRO/senior director sales integration, offers his take: "People are enabled and empowered to essentially make their own decisions and build their own directive. It's extremely fast paced, but we have a lot of fun."

Incandela, the top Indy executive, says that the "coolest thing for me is to watch people grow professionally and realize they can do things that six months ago they didn't think they could. And that happens here daily. It happens to me daily too," he laughs.

### Pick of perks

Food and fellowship are a big part of Conga's culture imported into the local office. Lunch is provided every day (yes, every day!) for employees, as is breakfast three times a week.

"Not only do we get free lunch, which is really nice, but we have this big long family table that seats about 20 people," Becker describes. "Almost every single day that table is jam packed with folks eating lunch. The company is making sure we are coming together as one team and enjoying life types of things during at least a little of our day."

Beyond the meals being a "wonderful perk," Incandela admits that it enables the company to stay more focused on its mission.

"So, it's two things for us. It's inspiring so that we can keep kicking butt, but also it is one of the things Conga has done to show that they care for the employees."

The latter also manifests itself in free health care coverage for employees and a \$60 per month wellness stipend.

Capouch captures what the overall extras are like at Conga.

"For a company of this size, they are so focused on the holistic person – of how people stay happy and healthy so they can do their best work, and they have built perks and benefits around that," she shares.



Conga Indy has been in the Conga family for one year; the company strives to make people's lives easier through automation, which includes digital documentation, smart contracts and effortless e-signatures.



“Whether it’s a holiday party, an outing to the track in May or going to watch (the) *Captain Marvel* (movie) as a team-building activity, there’s a regular cadence of things (that we do),” says chief marketing officer Daniel Incandela.

“They don’t look at employees as a means to an end. They are making an investment, from everything from the benefits to the free lunches to the fitness reimbursement – after you’ve eaten all the food!”

Ryan enthuses, “I swear every day it’s like a new benefit pops up that I didn’t know of.” She singles out charity contributions, in which an employee gift is matched at 150%.

“I was just giving \$50 to the Humane Society but now it’s turned

into \$125! Because instead of just giving to one organization, they respect what everybody wants to give to. It doesn’t put a cap on people’s philanthropic hearts and I absolutely love that!

**The best part**

Becker is filled with excitement for the future of the company.

“We are evolving at an incredibly fast pace – the pace at which innovation is really picking up. ... Conga is sitting at a really interesting high-potential space in the market where we see a lot of value we can bring to our customers.

“We are just scratching the surface here, and there is so much we can do and so much more growth potential, and I am so excited to be a part of that story.”

Ryan was quick to acknowledge the respect given to her and says it’s her favorite thing about working at Conga.

“Any time I have an idea – big or small – it’s not only heard by my peers, heard by leadership but considered and often times executed. And I don’t mean that to say I have all these great ideas. I meant that to say I’m an executive assistant; I’m not a manager, director or vice president,” she emphasizes.

“It’s a great feeling to be an individual contributor and have a seat at the table. That doesn’t happen (at) a lot (of places). That just speaks volumes to me that they value my opinion. It feels really good.”

Incandela concludes, “If I was going to join a new company, it had to be something that aligned with my own cultural values and approach to how to treat human beings, and Conga is totally in line with that. I’m so happy and proud to work here.”

**RESOURCE:** Conga at [www.getconga.com](http://www.getconga.com)



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