

## GoDaddy: Analyzing Data to Improve Gender Diversity\*



The number of women in the technology sector is notably low, especially in engineering and technical roles. GoDaddy, Inc., a leading cloud platform dedicated to small, independent ventures, is committed to being a company at which female professionals can not only work, but also thrive.

As a core component of its diversity strategy, GoDaddy conducts and publishes an annual salary audit, a rigorous internal process that helps the company understand how men and women are paid and then take action to ensure fairness and equality in compensation. According to GoDaddy's 2016 audit, women at the company make \$1.01 for every \$1.00 a man makes. The national average indicates that women are paid approximately \$0.79 for every \$1.00 paid to a man. GoDaddy's transparency and focus on pay parity is differentiated and has helped the company emerge as a leader for creating change in the industry.

GoDaddy is also focused on recruiting and retaining more diverse candidates, particularly in technical roles, with women in 21 percent of these positions. This number has increased recently thanks to GoDaddy's focus, and the company remains dedicated to improving gender parity and diversity across the organization.

\* The above case study from our private equity portfolio is for illustrative purposes only and is not representative of all investments made by KKR Funds or accounts, nor should it be assumed that any investment in the company identified was or will be profitable.