

# 2500

employees

# 15

offices

# 119k+

paid customers

## About Slack

Slack is a workplace collaboration hub that unites teams, information, and tools in one place for a more efficient flow of work. Slack started using Culture Amp in 2015 when they had just two offices. As Slack continues to scale up, feedback and communication are critical in maintaining their culture. We spoke with Dawn Sharifan, VP of People and Sheela Subramanian, Senior Director of Strategic Planning and Programs to learn how Culture Amp helps drive smarter people decisions.

### Meet Dawn

Dawn joined Slack at 150 employees as a founding people leader. Today, Dawn oversees the people partners, people operations, organizational effectiveness, and diversity & inclusion teams. According to Dawn, "Culture Amp sits right at the center of all of these functions."

### Meet Sheela

Sheela joined Slack in 2016 as the first Enterprise Marketing leader. From there, she helped build the global marketing organization and now works closely on strategic programs with Slack's CMO.

"My role today involves ensuring our team has the support and tools they need to thrive. It's hard to measure that – it's not a simple yes or no checkbox – so we use Culture Amp to measure whether we're headed in the right direction and doing our job effectively."

## Key challenges

Company culture is Slack's North Star – the thread that binds together everything they do. But as Slack scaled, Dawn found it hard to maintain the same level of intimacy and communication. "When you get bigger it becomes harder to give feedback. We needed to find a way to formalize feedback and still remain personal enough to build that foundation of trust."

In the face of exponential growth, Slack needed a scalable solution to identify insights and ensure employees had the right resources to do their job effectively. Beyond the demands of rapid growth, the COVID-19 pandemic presented a new set of challenges for the Slack team to navigate.



San Francisco, United States  
[www.slack.com](http://www.slack.com)

### CHALLENGE

Collecting feedback at scale while still remaining personal

### SOLUTION

Using data-driven hypotheses to inform engagement strategy

### RESULT

A more efficient and effective approach to people management

[Request a demo](#)

# Strategy For Building Email List Case Study Examples In 2026 Proven

**Huangqi Zhang**



## **Strategy For Building Email List Case Study Examples In 2026 Proven:**

## Reviewing **Strategy For Building Email List Case Study Examples In 2026 Proven**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is truly astonishing. Within the pages of "**Strategy For Building Email List Case Study Examples In 2026 Proven**," an enthralling opus penned by a highly acclaimed wordsmith, readers attempt an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve to the book is central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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