

NH's #2 BEST SMALL
COMPANY TO WORK FOR

PixelMEDIA Inc.

75 New Hampshire Ave., Suite 100

Portsmouth

www.pixelmedia.com

President and CEO: Erik Dodier

Years in Business: 17

NH Employees: 60

Total Employees: 60

Years on List: 2

Company Description: Interactive media agency

Benefits Highlights: Three weeks vacation upon hire; annual bonus plan tied to company goals; free food in the kitchen; a minimum of 12 employee appreciation events annually; snow day pizza; two company bikes for employee use; one paid day for volunteer work; spontaneous giveaways, including mobile flip cams, gift baskets and gift cards



BEST 15th Anniversary
2011
COMPANIES
TO WORK FOR
BUSINESSNH

Front row, from left: Megan Fields, experience design; Erik Dodier, co-founder and president/CEO; Gayle Henderson, director of human resources and accounting; Janice Landis, office administration; Cris Dow, support and maintenance. Back row, from left: Andrew Watson, software engineer; Todd Patten, software engineer; Lisa Marino, client services; James Spires, director of information technology.

PixelMEDIA is many things, but typical is not one of them. This is a place where employees are encouraged to be as creative as the diverse group of clients they work for, ranging from Bauer Hockey and Rubik's Cube to Vibram K9 and Segway. And it's the type of place where employees are encouraged to be playful—including filling one person's office with balloons—and not just a few, but enough that he had to wade through them to get to his desk.

Don't get the wrong impression. At the end of the day, this is a serious business. The interactive media agency has been growing and is the place national and local companies alike hire when they want to take their website and marketing to the next level. "We ask people to be incredibly creative," says Erik Dodier, president and CEO. "You have to have an open, fun, interactive environment to get people to open up. The more we can have people feeling like they are working with their best friends, the more open they will be and the more willing to share."

That is the philosophy on which PixelMEDIA's culture is built. Yes, individual iPads were an incredibly cool gift to receive from the boss. But it was more than just a gesture of good will. "The world we work in, everything is going more mobile. The content and websites we're creating are being viewed more on mobile devices. It was important that we get our employees using those [same] devices," Dodier says. The iPads also kicked off a new message Dodier wanted to instill, which was engraved on the back of each iPad—"Do more than expected."

“ I once had a client ask me what I liked about working at Pixel and I told them I loved being treated with dignity and respect every moment of every day. I meant that then and I still feel that way now. ”

**-Janice Landis
Administration**

Employees company-wide are invested in PixelMEDIA's future and help set annual goals. It starts with an initial list of suggestions from employees, which are then broken out and listed under one of the company's core values: Relationships matter; Flexibility motivates progress; Embrace innovation; Find strength in experience; Quality defines our success; Profit to give back and; Find fun in the work. The end result is 12 goals developed and voted on by employees, who then sign up for a steering committee dedicated to executing each objective.

To provide employees with flexibility, PixelMEDIA allows new mothers to switch to a four-day work schedule and outfits all employees with laptops so they have the option of working from home.

As relationships matter at PixelMEDIA, the firm implemented a Peer Appreciation Program where any employee can thank someone with a gift card for going above and beyond what is expected. The only requirement is that an office-wide email be distributed that highlights what was done to deserve the reward.

This is also a company that knows how to have fun. In the first half of 2011 alone, employees enjoyed a luau, had breakfast served to them by the management team, celebrated an "End of Quarter" party, were treated to fresh Maine lobster rolls, and enjoyed an Easter Egg hunt with scratch tickets inside each egg. The employee lounge includes an Xbox, Ping-Pong table, and guitars, and the company has two bikes that anyone can use. "We have focused on employees as a primary group we need to please," Dodier says. "We have a track record of success. This is a company people want to be involved with and stay for a long time." ■