

A photograph of three people, two women and one man, smiling and posing for a photo at what appears to be a Pride event. They are all wearing black t-shirts with a colorful dot pattern. The woman on the left is holding a small rainbow flag. The man on the right is wearing a black baseball cap. In the background, there are other people, trees, and a sign that says "Utah Pride Festival".

Why We March: A Walk Down Pride Memory Lane

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With Pride parades canceled or delayed, we wanted to look back on Workfront's participation in past events, like the [Utah Pride Festival](#), to celebrate our ongoing commitment to creating a welcoming workplace where everyone knows and feels that they belong.

Creating and maintaining a workplace where all employees can bring their whole selves to work so they can do their best work is fundamental to one of Workfront's core values: winning together.

With Workfront executive leadership support, we advocate for underrepresented groups, including the LGBTQ+ community. Pride parades are an opportunity for us to show that Workfront is a place where everyone can be themselves at work—and thrive. As our CEO Alex Shootman says, “All brains are gray, and we need the best brains to want to work here.”

Workfront has marched in the Utah Pride Festival since 2017. Every year, more Workfronters join to celebrate LGBTQ+ equality and inclusion. Although we haven't been able to march this year due to a global pandemic, we honor the fight for equality by continuing to create an inclusive workplace.

Why we march.

We recently asked several Workfront team members why they march in the Utah Pride Festival. Here's what they had to say:



“To learn how one might navigate their path in the fight for social justice.”

Xander Cañedo, assigned support engineer, says, “Initially I marched to show support for my mentor; however, it has since transformed into wanting to promote acceptance and inclusion for all people. Pride celebrations commemorate LGBTQ+ culture and activism throughout the years and I think it's also a good way for an individual to learn how one might navigate their path in the fight for social justice.”



“Because everyone deserves the right to love who they want without fear of discrimination.”

Brad Littler, CX operations manager, marched in the parade with his wife and two children. Brad has family and friends who are LGBTQ+, but said that he chose to march “because everyone deserves the right to love who they want without fear of discrimination.”



“Seeing all the love and support from everyone.”

Jessica Walker is an ITSM change manager. Workfront’s involvement with Pride was one of the reasons she wanted to work here, and she’s happy to work with a company that cares about inclusion. Last year was her first year marching in the parade with fellow Workfront team members. Her favorite part was “seeing all of the support and love from everyone—both Workfront employees and the massive amount of people who were there to watch the parade.”



“I want my LGBTQ+ friends, family, and coworkers to know they can be wholly and unapologetically themselves.”

Betsy Jorgensen, manager of internal communications, marched with her daughter and sister. “Outside of being the right thing to do, I support pride because I want my LGBTQ+ friends, family, and coworkers to know they can be wholly and unapologetically themselves. There are no caveats or pre-requisites with me. No shame or fear. Unfortunately, this view is not universally shared, and many members of the community are made to feel less than or ‘othered’ for doing nothing other than being who they are. Though showing my support is nothing extraordinary, I hope it will allow those in my life to feel at least an ounce more comfortable and safe in being who they are.”



Xander, Brad, Jessica, and Betsy are just four of the more than one hundred Workfront employees who march in the Pride parade. Whether we walk together or celebrate virtually, we continue to create a workplace community of acceptance and inclusion.

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and change the
future of work.**

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A woman with dark hair, wearing a brown sweater, is smiling and looking at a large tablet device. She is holding a pen and appears to be interacting with the screen. The background is dark, and the overall tone is professional and modern.

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