

Team,

Over the last several days we've watched our cities burn and our communities mourn as millions of people around the world responded in outrage to yet another example of the cruelty, suffering, and racial injustice that black people continue to face in our society.

We are still right in the middle of a global pandemic. We are still right in the middle of an economic crisis. And on top of both of these historic challenges that have disproportionately impacted people of color, we witnessed the racially charged murders of George Floyd, Ahmaud Arbery, and Breonna Taylor.

These horrendous acts of violence against black people will not stop until we confront the embedded racism that has allowed them to continue. To be silent is to be complicit, and that is not aligned with our values as an organization.

Dynamic Signal is more than just a company that produces software. We have a clear purpose: To create a connected, inclusive, and engaged workforce where people feel valued and empowered to be their best. This cannot happen if we aren't willing to take meaningful action to recognize and correct the vast inequities that have been allowed to persist across every major institution in our country.

We are committed to diversity, inclusion, and equity in all areas of our business and celebrate the unique perspectives and backgrounds that make us stronger. This is a journey and I know we are just at the beginning. I hope to learn from each of you how we can continue to practice and promote empathy at scale.

Two weeks ago, when I wrote on Medium about the "[Murder of Ahmaud Arbery and the Atrocities We Must Face](#)," I had no idea I would be writing you again today. I had no idea that I would be again talking to my twelve-year-old-son and eleven-year-old daughter, about murder, racism, and 'the talk' to keep them safe. After another difficult and heartbreaking conversation they both got very determined. We made more "Black Lives Matter" posters and displayed them proudly.

As a society we have to do more.

I care deeply about each of you, your families, and our community. Every day you inspire me to do better and every night my mind races on how best to work with you the next day to achieve our collective goals. Yes, we are running a company. But for me, climbing the mountain with you while we also try to make the world a better place, is the best part.

Thank you,
Eric