

AWARD NOMINATION

Award Category
Corporate Aly

2021
Business & Community
EXCELLENCE
AWARDS



Nominated Business: **Gearbox Entertainment**

DETAILS

Gearbox is an award-winning, independent developer of interactive entertainment founded in 1999 by veterans in the game industry business and is now recognized as one of the most respected independent video game makers in the world. Their diverse and passionate staff share a common identity – to set their time and talent towards bringing joy, fun and happiness to ALL their customers through their craft. Gearbox leadership understand the importance of being a truly inclusive employer. Gearbox recognizes and values the contribution of people with differences in capability, experiences, and perspectives. The company embraces and encourages team members' differences in age, color, disability, ethnicity, marital status, sex, gender identity or expression, language, national origin, physical and mental ability, political affiliation, race, religion, sexual orientation, military, and veteran status and any other characteristics that make their team members unique. Since the introduction of the first bathroom bill in 2017, Gearbox has been engaged at the Texas State Legislature working to keep Texas a welcoming place to live, work, play and visit. Gearbox leadership has worked side-by-side with Equality Texas, Texas Competes, the North Texas LGBT Chamber of Commerce and other like-minded partners to fight back on discriminatory legislation such as bathroom bills, religious refusal bills, and most recently, antitransgender sports legislation. Their contribution to these battles has proven to be successful, as all this legislation has failed to pass in the last three legislative sessions. In May 2021, Gearbox stated in the Dallas Morning News that it will create new growth and new opportunities in places outside of Texas if bills discriminating against transgender Texans became law. Gearbox founder Randy Pitchford stated, "If these laws pass, it will absolutely change how we look at our growth in the future.... if the bad laws pass, we'll rally behind our talent and we'll support them. If anyone needs to relocate, we'll support that." Additionally, Pitchford offered to match \$10,000 in donations to a fundraiser spurred by developers at Gearbox that will benefit the National Center for Transgender Equity. In 2020, Gearbox developed "Borderlands 3 – Guns, Love and Tentacles: The Marriage of Wainwright & Hammerlock," an interactive video game centered around the engagement party of two male characters, which truly demonstrated their internal culture of inclusiveness. As stated by Gearbox CCO Dan Hewitt in the Dallas Voice in June 2021, "This is an

industry that is primarily known as a white, cisgendered male environment. Gearbox is flipping that script and showing that you can have an environment inclusive of men, women, gender nonbinary, trans — across the spectrum...Randy Pitchford created — and continues to create — an environment where people can be authentic. If we are going to entertain the world, we need to be of the world and have opportunities for all types of team members.” In today’s corporate environment, it’s rare to observe a company as authentic as Gearbox that truly exemplifies a diverse and inclusive culture, embraces those principles within their workforce, and demonstrates that in the products they develop.

Celebrating Diversity

Gearbox is not shy about showcasing diversity, and we are constantly working to create an inclusive environment for all.

One of our most important policies is Gearbox’s gender-neutral restroom policy. All team members have a right to safe and appropriate restroom facilities, including the right to use a restroom that corresponds to the team members’ gender identity, regardless of the sex assigned at birth.

Gearbox has also enhanced our internal communications by creating a way for employees to display their pronouns in their intra-office databases. More actions include “Cakes for Pride,” pre-COVID get-togethers, and additional activities to celebrate the inclusivity in Gearbox games.

Moreover, team members can always rely on Gearbox senior leadership to constantly relay a zero-tolerance message toward harassment. When it comes to our artistic endeavors, the diversity team works closely with our game development and marketing teams to discuss honest representation in all our games and characters within them.