

OPTECH'S COMMITMENT TO DIVERSITY INITIATIVES



Professional Women Empowerment

As a women-owned business, our founder, Ronia Kruse overcame insurmountable obstacles when starting OpTech. We applaud the strength, grit and determination of women in business and encourage other women to break the glass ceiling, just as Ronia did.

Associations we support to achieve this goal:

- OpTech recognizes the Social Determinants of Health impact on work opportunity. We support programs like Humble Design to help women in our community.
- Establishment of our "ReturnPro" program to assist professionals in reentering the workforce after a career break.
- Chair for the American Heart Association's Go Red for Women
- Active member and sponsor for the Michigan Council of Women in Technology (MCWT), Michigan Women Forward, Co-Chair and Inforum, Board Member



Veteran Hiring

OpTech has a robust Veteran's program focused on identifying, recruiting, training and assisting Veterans in securing jobs after their military service. Our success in employing veterans earned us a Silver Level Employer certification status by the Michigan Veterans Affairs Agency.

How we achieve this goal:

- Inforum's Next4Vets Program - OpTech is a Partner, Sponsor, & Guest Speaker
- Dedicated logo for veteran resumes
- Paid veteran's day holiday for our government employees
- Sponsorship and participation in "Hiring our Heroes MI Virtual Career Fairs"

Other notable achievements:

- WBE supplier of the year in 2017 for BCBSM Veteran ERN support



MI Talent Attraction

Despite strong demand for tech talent in Southeast Michigan, 38% of IT graduates from Michigan's outstanding universities pursue employment outside of Michigan. OpTech has a shared vision to establish Metro Detroit as a core center for attracting, developing and retaining strong technology talent. Ronia is a founder of an association called Digital Lakes.

How we achieve this goal through Digital Lakes:

- Host webinars with notable, local speakers
- Provide networking opportunities
- Facilitate access to resources and learning opportunities to succeed

Other notable achievements:

- For her commitment to building an inclusive Detroit and Southeast Michigan, Global Detroit honored President and CEO, Ronia Kruse, with their Corporate Impact Award in October 2019.



NextGen Talent Investment

OpTech works directly with students of all ages to develop the next generation of Talent.

How we achieve this goal:

- Partnered with the University of Michigan's Industrial and Operational Engineering (IOE) department in 2021. OpTech acted as the 'client' for Professor Levantrosser's Senior Design course. The students assessed problems for our company and help develop a solution.
- Mentorship Program with Cornerstone Schools. OpTech has given hands-on experience to high school interns each year since 2011.
- Girl and Boy Scout's of America Sponsorships
- Detroit PAL
- Leading Participant in STEM programs for Girls
- We support programs like Alternatives for Girls to help build the foundation for success to young women in our community.