


# CACTUS<sup>®</sup> CULTURE BOOK

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# Who we are

We are a global scientific communications organization that believes in speeding up the outreach of science to the world. We love science, language, and technology!

We have 4 major customer segments and here is a broad categorization of the services we offer each segment.



# Message from our founders

**Abhishek**  
*Co-founder and CEO*

When Anurag and I founded Cactus in 2002, we knew that we wanted to create a workplace that people enjoyed coming to! We also knew Cactus needed to be a place that WE enjoyed coming to. After having spent much of college working with AIESEC, I was determined to create a workplace that people felt a strong ownership for and where people grew through the opportunities available to them. We have had many organizations and people inspire us along the way, stories of SEMCO (Brazil) that I read about in Maverick by Ricardo Semler and Zappos, US. Ultimately, I believe that everyone at Cactus makes this a living, thriving, and evolving organization!



**Anurag**  
*Chairman and Co-founder*

When we started Cactus in 2002, even in those formative years, our mindset was to build an organization where people want to come to work every morning, a place where people feel inspired and happy. Once that vision was established, we kept benchmarking ourselves against the best and instituting practices that made people feel valued and appreciated. Today, people practices at Cactus are built on the core values of trust, autonomy, transparency, meritocracy, and inclusivity, values I believe in. Personally, I feel motivated when people perform to their best, and hence I wanted to put in place an environment that enables people to exercise their passion and leverage their strengths.

# Our journey

While in Tokyo, Abhishek Goel meets Dr. Matsumura, who asks him to edit his environmental sciences paper for English language. Dr. Matsumura is impressed with Abhishek's work. Back in Mumbai, Abhishek discusses the idea of offering editing services to Japanese researchers with his brother Anurag. After some research, the Goel brothers launch CACTUS, the parent company, and Editage, the flagship brand.

## How we got here

### 2002

CACTUS starts operating from a small office in Ruby Industrial Estate, Malad, Mumbai.



### 2007

- Editage is awarded ISO certification for its processes and systems.
- Japan office is inaugurated.



### 2009

- NASSCOM ranks us as one of **15 most Exciting Emerging Companies** to work for in India.
- We start offering the **Premium Editing Service** and **Publication Support Services**.



### 2010

- We win the **Red Herring Award for Innovation in Business**.
- Editage edits its **100,000<sup>th</sup>** paper.
- CACTUS attends the **54<sup>th</sup> Annual Conference** of the in **Baltimore, USA**, and wins the **Best Poster** award.
- GPTW ranks us **53<sup>rd</sup>** best companies to work for in India.



### 2011

- GPTW ranks us as the **13<sup>th</sup>** best company to work for in India.
- **Korea office** is inaugurated.



### 2012

- We complete **10 years**.
- GPTW ranks us **20<sup>th</sup>** among the **100 best companies** to work for in India.
- **China offices** are inaugurated
- We serve **50,000 clients** globally.



### 2014

GPTW ranks us **10<sup>th</sup>** among the **100 best companies** to work for in India.



### 2013

**Editage Insights** an online author education platform, is launched.



### 2015

- CACTUS wins **Best Practice in Listening** award by GPTW.
- We serve **100,000 clients** globally.



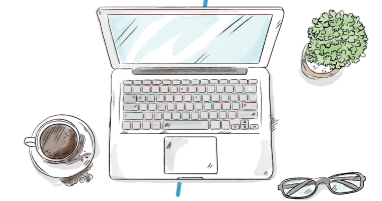
### 2016

- CACTUS ranks **15<sup>th</sup>** globally among the **top 100 companies** for remote jobs.
- Our **first book** is published in Japan.
- Our **global workforce** crosses **500**.
- We serve **150,000 clients** globally.



### 2017

- Ranked **1st** in **Great Place To Work** and ranked **12<sup>th</sup>** globally among the **top 100 companies** for remote jobs.
- We complete **15 years**.
- We serve **200,000 clients** globally.
- **Singapore office** is inaugurated.
- **UK office** is inaugurated.



### 2004

- We move into a bigger office at **Shalimar Morya Park, Andheri (W), Mumbai**.
- **Transcription service** is launched.
- We start conducting **workshops**.

### 2008

- **Medical writing service**, now called **Medical Communications**, is launched.
- **US office** is inaugurated in **Philadelphia**.
- **35 editors** pass the **Board of Editors in the Life Sciences (BELS)** exam.
- We start working with **freelancers**.



**Rahul S**

*Work Flow Management*

The environment is incredibly empowering and the core values of the organization align with mine



**Sagar W**

*IT*

The best thing about CACTUS, is, CACTUS lets me be me



**Trupti L**

*Finance*

I feel safe and a sense of oneness at work, just as if I were at home



**Glenn K**

*Quality*

I am FREE. Free to explore the depths of creativity. Free to take initiatives. Free to soar great heights without restraint. And finally, to be appreciated and rewarded for being free can only happen in CACTUS



**Sihao W**

*Human Resources*

CACTUS encourages us to work happily. It has a lot of employees from different countries, which makes for a fantastic culture and exchange of new ideas



**Geeta T**

*Translation*

The openness with which CACTUS works on the feedback shared from both external and internal customers is great



**Eunji B**

*Client Service*

CACTUS has a challenging work environment that interestingly encourages a casual dress-code. I appreciate the constant effort of CACTUS to improve the organization's culture



**Yuta K**

*Client Service*

CACTUS gives me plenty of challenging opportunities in a great team



**Abhitesh D**

*Technology*

I have the opportunity to work on my own terms, with an awesome team



**Rahul N**

*Marketing*

My work ensures that a global audience gets access to important scientific research from all corners of the world



**Life @  
CACTUS**  
*I'm proud to be a  
Cactizen because...*

# Our six values

How Cactizens relate to our values



**Don S**

**INNOVATION**

An innovation does not need to be gigantic, only measurable!

**Dan P**

**INNOVATION**

Because there is always a better way. The simpler, the better. Innovation has to simplify, not complicate.

**TRUST**

I know that you're depending on me to stick to my commitment and I on you.



**Peggy Z**

**INNOVATION**

We need to change to improve since this is a competitive world!



**Don V**

**EXCELLENCE**

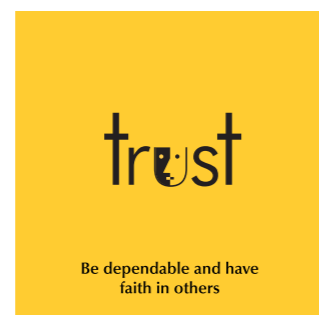
Excellence is an important part of professionalism. This attitude defines achievers.



**Divya N**

**TRUST**

Trust is the core of any relationship.



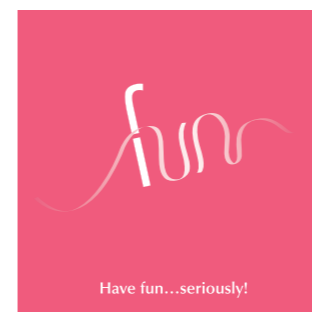
**Sarosh S**

**COMMUNICATION**

We work across different geographies but our functions are closely knit. For such an arrangement, strong and timely communication is a must to reach decisions and serve the client.

**FUN**

Making work fun is essential in getting work done. If it rhymes, it must be true!



**Anselmo M**

**COMMUNICATION**

Because it's in the name of the company! On a serious note, we grow through effective communication—it's been our motto!



**Hosie B**

**FUN**

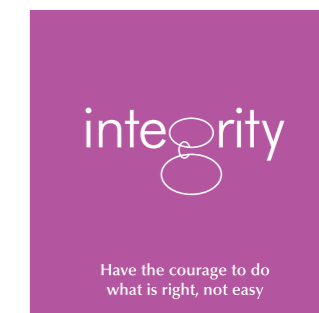
It is truly amazing that CACTUS actually recognizes (and rewards) those folks who demonstrate fun as a value. To me, it epitomizes the true spirit with which most teams are built here.



**Ai K**

**INTEGRITY**

We can see the person's true self when he/she shows integrity in difficult times.



**Shama B**

**INTEGRITY**

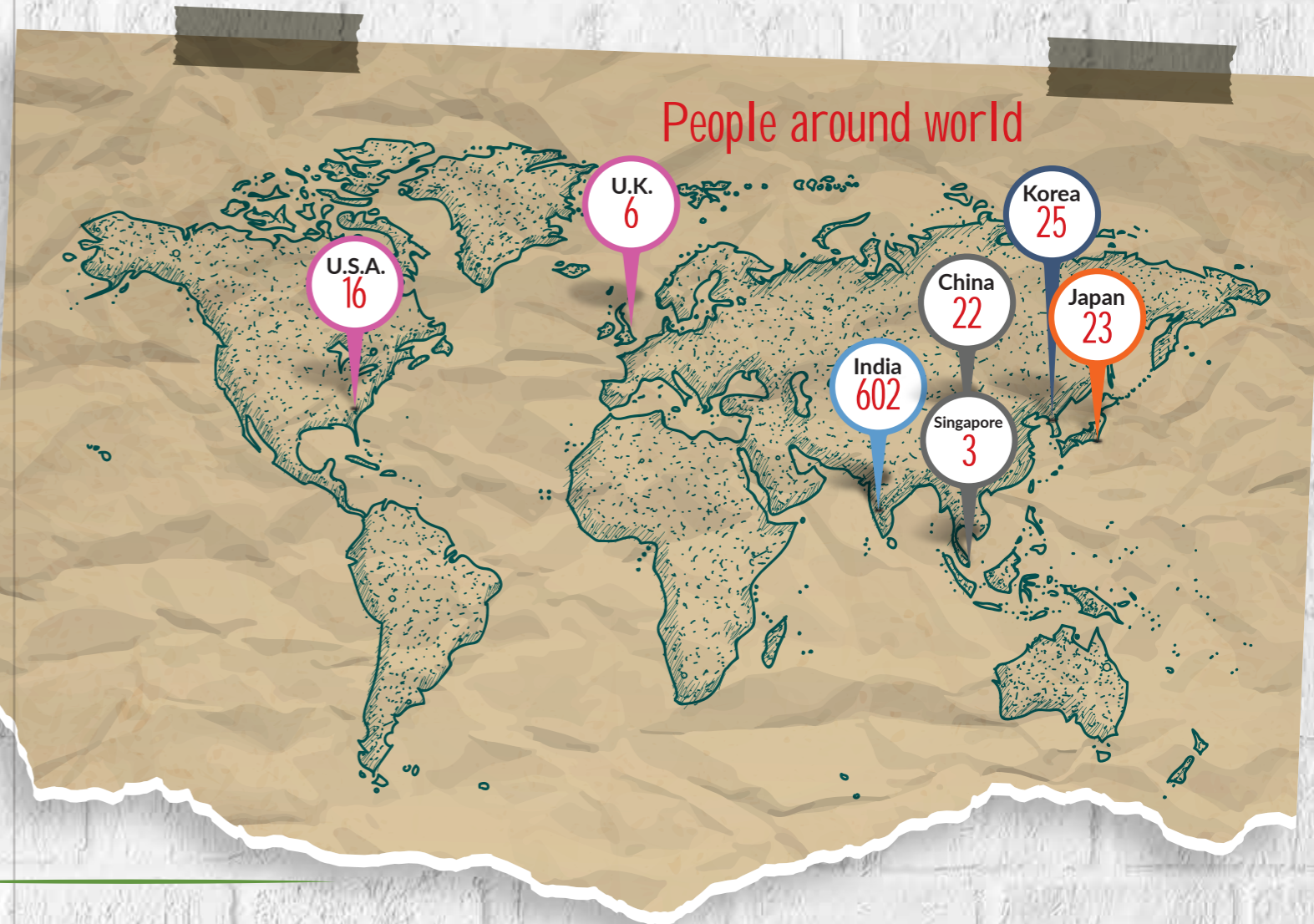
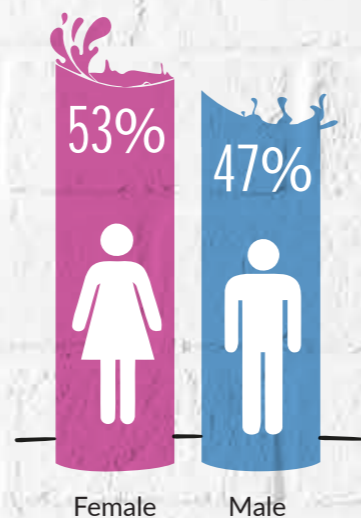
There is no meaning to any of the other values if there is no integrity.



# Diversity *It's in our DNA!*



## Gender ratio



Above 11 Years **4%**

7-10 Years **8%**

4-6 Years **13%**

1-3 Years **75%**

## Tenure

## Telecommuters and In-house staff



Telecommuters

14%

In-house

86%



FUN at



"The Big Picture" made by Cactizens with Love at the 2017 offsite

CACTUS



WE Care



\*



\*



YAY!

\*



\*

WE Learn

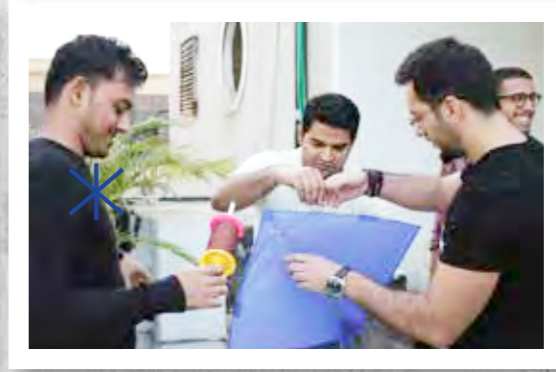
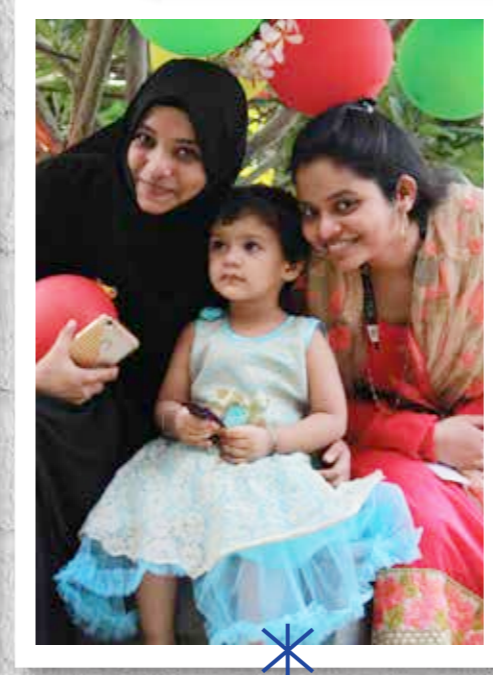


Create your own sunshine

# WE Celebrate



YAY!



\*

NICE! ❁



\*

Smile

\*



# Career progression

Reinvent yourself

## Daniel R

Associate Vice President, Editorial Talent Acquisition



- Now manages Editorial Talent Acquisition
- Set up the "Centers of Excellence" model in Delivery/Operations
- Helped build the foundation of freelance operations
- Managed the Humanities team, Quality & Training Cell, and Translation department
- Joined CACTUS two years after its foundation



## Ashutosh G

Director, Sales and Strategic Partnerships, China



- Currently responsible for Sales & Business Development in China
- Took up a strategic alliances role to manage publisher and corporate business development
- Joined Marketing to manage corporate business development for emerging markets
- Started as a Client Services Manager



## Akshay M

Head, Learning & Development



- Now leverages his client service experience in Learning & Development.
- After 14.5 years, moved back into a people-focused role
- Was the Client Service Head and had the opportunity to interact with corporate clients from Japan, Korea, and Taiwan
- Transitioned from a people-focused role to a client-focused role.
- Is our First Cactizen



## Alpa H

Senior Manager, Human Resources



- Moved to HR as an Associate, progressed to Senior Manager, and oversees HR operations
- Was soon promoted to Admin Executive.
- Began her career here as a Front Desk Executive

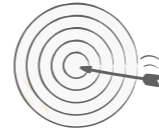


## Disha D

Associate Scientific Director, Medical Communications



- Moved from working from office full-time, to a part-time schedule, to telecommuting full-time. These changes did not hamper her career progression.
- Is now Associate Scientific Director and responsible for overseeing the training and onboarding of new members in the Medical Communications Department
- Progressed from being a Medical Writer, primarily writing documents, to being a Team Lead, handling operations of key client accounts.



## Yashpal

Customer Experience Manager, Japan



- Now heads Japan Retail CS Operations
- Joined the Global Customer Experience cell as business partner and drove efficiency projects
- Moved to China to set up a client service team
- Started his journey as a client manager



# Recognition and awards



For excellent performance in two consecutive quarters



For delighting customers (internal & external)

For routine yet impactful work



For tenure



For demonstrating CACTUS values through good work



For excellent performance all through the year



# Vision 2020

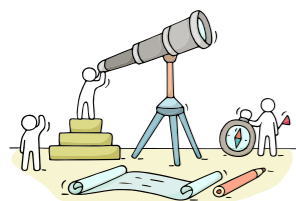
*The road ahead*



**Shriram P**

*Global Marketing*

We are the growth hackers and believe in redefining the industry through innovation, quality, and speed. By 2020, we will be the bridge between the west and the east, as we build Asia to be the hub for scientific research.



**Vikas N**

*Delivery, Academia*

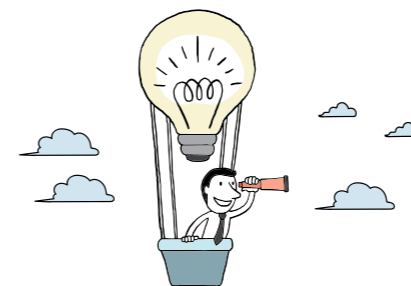
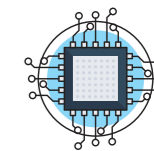
Delivery is the engine that enables this well-oiled machinery to run. Over the last three years, we have expanded our services to cover the entire spectrum of researchers' needs. We are known for providing top-notch customer experience through the highest level of quality, fast turn-around-times, and 100% on-time delivery, backed up by the strongest service guarantee in the industry. Our clients love us for the fact that we understand their requirements and are able to customize our service offering to meet their requirements and preferences.



**Nishchay S**

*Technology*

Our vision is to enable the business such that by 2020 CACTUS becomes a fully technology-driven business. The Technology team has grown by almost 400% in last 3 years, and we are a group of highly skilled engineers and product managers that are driven to own business goals. We aim to employ cutting-edge technologies in all core products and to take advantage of CACTUS' years of experience in the industry and customer-first thinking in our design. By 2020, we will execute our vision of branching off into machine learning and artificial intelligence, which will empower CACTUS to displace its competition and become future-proof.



**Yashmi P**

*Human Resources*

For HR, the key to realising organizational goals is to keep people happy and engaged. To realise this, HR partners with leaders in attracting, on-boarding, and engaging talent through best-in-class programs and practices. It also acts as an employee champion, and strives to bring meaning and pride to what Cactizens do. This has enabled us to be a "Great Place to Work" both in Asia as well as India, over the years. By 2020, our vision is to be able to move to superior infrastructure, automate routine HR processes, and build a culture that enables collaboration and continuous learning.



**Makoto Y**

*Japan Marketing*

We set up the Japan office in 2007 and are celebrating our 10th anniversary this year. Having the benefit of local presence, we have been meeting clients to understand their tapped and untapped requirements, which we share with the India office. Over the last few years, we have also initiated a couple of researcher-community-building activities like Science Talks, Editage Fund, and several sponsorships to Japanese universities and societies. We aim to be number one academic publishing consultants in Japan working closely with researchers.





## Dinesh M

### Finance

As CACTUS has grown, the Finance department has become more critical, both from the perspective of growth and sustainability. Over the years, we have come a long way from being just record keepers to becoming key partners in providing timely information for critical decisions and facilitating the growth of our business. Today, our team actively manages market dynamics and risks in all of CACTUS' markets. Our aim now is to provide our business the much-needed financial flexibility and power to build the base for a significant upcoming growth trajectory.

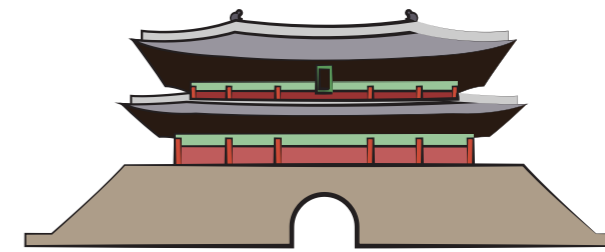


## Elvira D

### Medical Communications

The Medical Communications team at CACTUS works with pharmaceutical, biotech, and device companies globally. We work as an extension of our client teams and provide them with flexible, customized, and innovative solutions across a wide range of services. Over the last 6 years, we have grown from a two-member team to a team of around 150+ skilled medical communication professionals across the globe.

Our clients think of us as the best on the Indian landscape and at par with western agencies. We aim to be a full-service global medical communications agency and act as trusted advisors by partnering with our clients to produce high-quality, technically rigorous, and compliant scientific documents.



## Basil D

### Korea Marketing

Everyone in the Korea team has a 360-degree view of all processes and aspects of services. While we may not be technical experts of the service, we are best-informed and empowered to take the correct decision in all client-related situations. Our key role is to build a personal emotional connection with each client. We do this by guiding the client in a manner that shows our commitment toward enabling them to fulfill their professional aspirations.



## Aneasha J

### Client Service

In 2020, the Customer Service team understands customer persona and needs so well that customers stay with us for life; they refer us to their friends, colleagues, and bosses without hesitation. We make each customer's experience effortless and memorable so that customers choose us over competition every time. We always put the customer first and go the extra mile to meet their needs and expectations. We make a great first impression and leave a lasting last impression on customers because customers see every member of the team as a trusted advisor who builds a personal, emotional connection with them.



# Our global presence

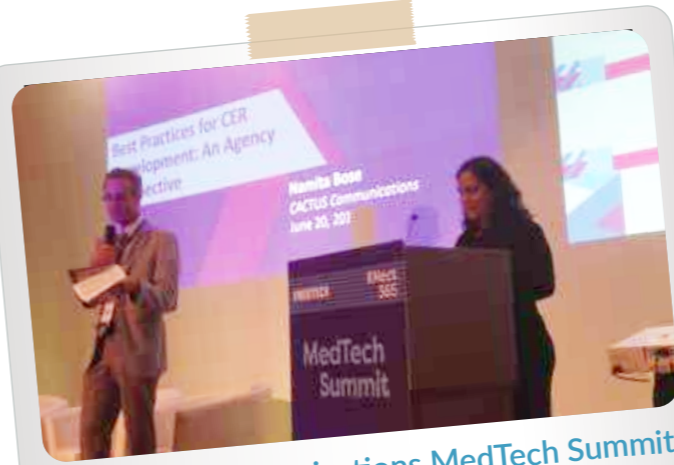
Creating impact in every continent



Winners of the Editage Travel Grant at the ISMTE European Conference, 2017, London



At the meeting of the Asian Council of Science Editors, Dubai



Medical Communications MedTech Summit 2017, Amsterdam



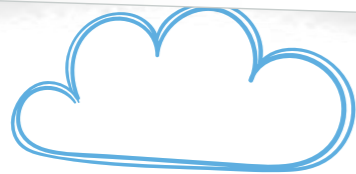
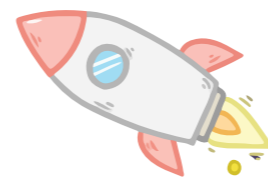
CACTUS at Science Talks, Tokyo



UKSG Conference and Exhibition 2017, London



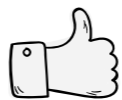
Our team at ISMTE (International Society of Managing and Technical Editors), London



# I ❤️ CACTUS because...



**Varunkumar P**  
I love my fellow Cactizens -- a group of young exciting minds who are incredibly passionate about work, life, family, and of course fun



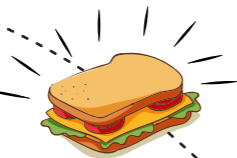
**Lino C**  
The open work culture, flexibility, and most importantly, the awesome people I work with



**Naoto K**  
The stress-free work environment with lot of fun around



**Lerrick F**  
The daily breakfast available to start your day, work-from-home opportunities for work-life balance, employee-friendly HR policies, and industry-competitive compensation and benefits



**Lerrick F**



**Dyanne C**  
When someone asks me how's work, I can truthfully say "fulfilling"



**Adelaide D**  
Each Cactizen's contribution is appreciated and we are given the opportunity to excel



**Pratiksha L**  
I work on what I love, with super intelligent, super fun folks I adore, I wear what I like, I look forward to being here every day



**Kwang IL**  
I have grown with Cactus's growth. The growth of Cactus will be your growth, which is why I love Cactus



**Kakoli M**  
It's a relaxed and fun place to work where I can express my ideas freely



**Hyunhye K**  
I love people who I work with



**Malti G**  
My inner grammar Nazi finally has friends

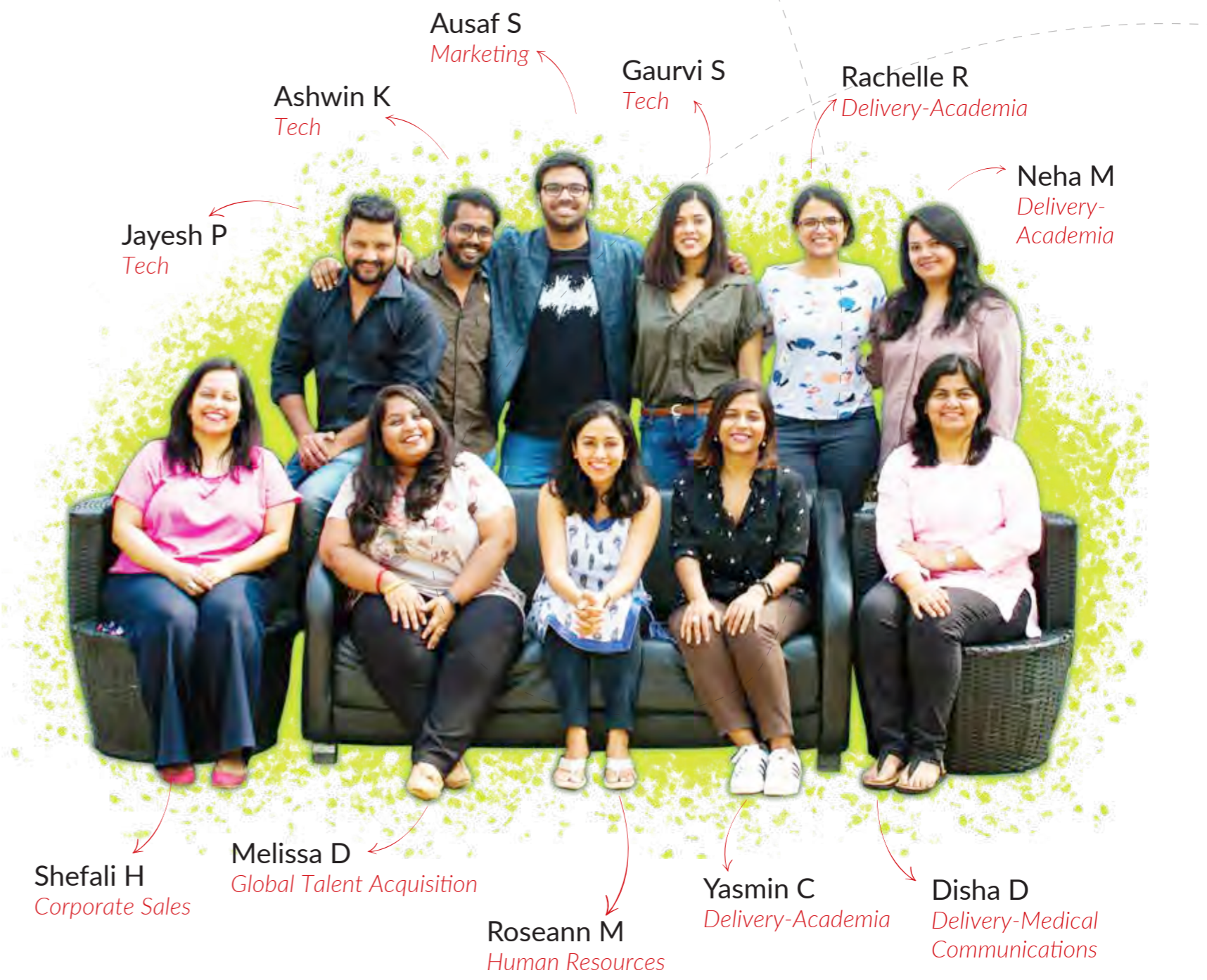


**Alicia R**  
I can take a break to play foosball (and relish the chocolate biscuits in the pantry)



# Culture book crew

*Who made it happen*







To know more about us you can visit  
[www.cactusglobal.com](http://www.cactusglobal.com) and  
[www.editage.com](http://www.editage.com)

You can also take a look at our careers page at  
[www.cactusglobal.com/careers](http://www.cactusglobal.com/careers)

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