

FOR IMMEDIATE RELEASE

Professional Data Analysts becomes a Certified B Corporation®

Minneapolis, MN, August 2019 – Professional Data Analysts (PDA) is proud to announce that they are now a [Certified B Corporation](#). B Corps™ are for-profit companies that use the power of business to build a more inclusive and sustainable economy. They meet the highest verified standards of social and environmental performance, transparency, and accountability. There are currently 2,933 B Corps in 150 industries and 64 countries around the world.

PDA's mission has always been to create positive social impact and the company has long believed in taking steps to ensure a more inclusive and sustainable future. This certification cements PDA's commitment to making decisions and implementing practices that consider all stakeholders – employees, clients, communities, and the environment.

PDA's President & CEO, Harlan Luxenberg, said, "I have always believed in the power of business to drive positive social change. At PDA, we have a common desire to improve communities through the work we do and how we do it. We are proud to be recognized as a purpose driven company in the global community of Certified B Corporations."

The certification process, conducted by B Lab®, uses credible, comprehensive, transparent, and independent standards of social and environmental performance. It measures the company's performance in five categories: governance, workers, customers, community, and the environment.

A few commitments that helped PDA gain certification include:

- Becoming a General Benefit Corporation in Minnesota, meaning legal accountability for considering the common good
- Paying a living wage to all employees
- Offering benefits to employees including health, dental, disability, and life insurance, a SIMPLE IRA with company match, paid time off including parental leave, company matches to charitable donations, and a casual, dog-friendly office environment that includes standing desks.
- Partnering with clients whose projects improve the health of families and communities, often focusing on marginalized populations
- Purchasing from local, independently owned vendors whenever possible
- Company sponsored staff volunteer events and local pro bono work
- Achieving carbon neutrality
- Extensive recycling efforts, plus a policy of purchasing only recycled paper products



**Professional  
Data Analysts**

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As member of the B Corp community, PDA will work towards reduced inequality, lower levels of poverty, a healthier environment, stronger communities, and the creation of high-quality jobs with dignity and purpose.

Please contact us to learn more about our business or our certification.

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