



IRELAND GENDER PAY REPORT 2025



Sitecore Ireland Gender Pay Report 2025

Foreword

“At Sitecore, we believe that diversity, equity, and inclusion contribute to driving innovation and delivering exceptional digital experiences for our customers worldwide. As a global leader in AI-enabled digital experience software, we are proud to operate in markets that reflect our commitment to these values—including Ireland, which serves as a key hub in our global location strategy.

The Gender Pay Report is an important part of our journey. It provides transparency, fosters accountability, and helps us measure progress toward creating a workplace where everyone has the opportunity to thrive. The technology industry has historically employed more men than women, and today our Irish team comprises 62.3% men and 37.7% women. We are actively working to improve gender balance across all levels of the organization.

It is important to note that the gender pay gap is not the same as pay equity. The gap reported here reflects the difference in average or median earnings between all male and female employees, without considering factors such as role, experience, level or performance. This differs from the principle of equal pay for equal work, which requires organizations to pay employees fairly - regardless of gender - for performing the same or similar roles, or work of equal value, with objective justification for any differences. Understanding this distinction is critical as we work toward meaningful change.

This report is a reflection of our values and our vision for the future. We remain committed to building an inclusive culture that empowers every individual to succeed and contribute to Sitecore’s continued growth.”

Gender Pay Gap Reporting

The Gender Pay Gap Information Act 2021 introduced the legislative basis for gender pay gap reporting in Ireland. The Act requires organizations to report their hourly gender pay gap across a range of metrics.

In compliance with these requirements, Sitecore is publishing its gender pay gap data for Ireland for the first time in 2025, based on a snapshot date of 30 June 2025. The reporting threshold has now reduced to 50 employees, bringing Sitecore within scope of the legislation.

Report Methodology

This analysis includes all employees in Ireland as of 30 June 2025, including full-time, part-time, fixed-term, and temporary staff. Hourly pay and bonus calculations are based on actual pay for the year 2024-2025 and follow Regulation 5(3) of the Act, including base pay, allowances, overtime, and benefits-in-kind, but excluding redundancy payments and travel-related allowances.

Our Data Explained

While our overall mean hourly pay gap stands at 14%, our gender pay gap reflects workforce representation. Analysis of pay reporting in roles where both genders are represented shows minimal variance (<1%) in average pay between genders.

Our workforce comprises of more men than women and further examination reveals a higher concentration of men in upper pay quartiles, while women are more represented in lower quartiles.

The gender pay gap is largely influenced by the greater proportion of women in early career roles and their underrepresentation in sales and senior management positions. We are addressing this through targeted recruitment, leadership development for women, and bias-free compensation processes.

Managerial vs. Individual Contributor Roles: Among managerial and senior-level positions, men constitute more than half of the workforce, underscoring male prevalence at these levels. Conversely, women represent the majority in lower-level individual contributor roles. However, as individual contributor roles advance in seniority, the share of male employees increases, with men occupying over 50% of the higher-level individual contributor positions.

Benefit Accessibility

All employees, irrespective of gender, have access to benefits such as private health insurance and pensions. The uptake of benefits in kind is nearly equal, with 80.3% of male and 79.1% of female employees opting to take the company private medical insurance.

Sitecore Ireland Gender Pay Data

W – Women			
M – Men			
Hourly Remuneration Gap – All Employees (average pay for men compared to women, expressed as a percentage of women's earnings)	Mean		14%
	Median		16%
Bonus Gap (average bonus for men compared to women, expressed as a percentage of women's earnings)	Mean		38%
	Median		36%
Hourly Remuneration Gap – Part Time Employees *	Mean		60%
	Median		58%
Pay Quartiles	Upper	W	25%
		M	75%
	Upper Middle	W	34%
		M	66%
	Lower Middle	W	38%
		M	62%
	Lower	W	54%
		M	46%

* The part-time pay data reflects a very small number of roles and therefore does not provide a statistically valid indicator of pay equity trends within Sitecore Ireland.

Our Commitment

The following initiatives represent Sitecore's on-going and planned actions to address the underlying factors influencing the gender pay gap and improve representation across pay quartiles.

Inclusive Hiring Practices

We invest in inclusive hiring to ensure fairness and equal opportunity for all candidates. This includes gender-neutral job postings, asking agencies for diverse shortlists of candidates, diversity training for recruiters and interviewers, and leadership accountability for diversity goals—supported by regular reporting.

Support for Employee Networks

We support employee networks to foster an inclusive culture and build diverse, collaborative teams. This includes mentoring programs that pair women with senior executives.

Fair Pay Principles

Fair and consistent compensation practices are a core principle at Sitecore, supported by periodic reviews of total compensation and promotion data to support equity and consistency across our teams. Our annual compensation planning process enables pay increases and evaluates promotion rates, performance ratings, and other pay-related data across genders to ensure equitable practices. Bonus planning further supports these efforts by integrating performance criteria and reducing biases, including those related to gender.

Diversity and Inclusion Focus

We are committed to eliminating pay disparities and fostering equitable advancement opportunities at all levels. Sitecore offers comprehensive learning and development programs—covering both technical and non-technical skills—to continuously enhance employee capabilities. Benefits such as private health insurance are provided equally to all employees regardless of gender, and we support families by enhancing pay under our parental leave policies.

Sitecore's hiring practices are designed to attract female talent by offering benefits such as hybrid work arrangements and flexible hours, supporting the multiple responsibilities employees may have. We provide a platform for all talent, regardless of gender or other factors. These programs and benefits apply to Sitecore's Irish workforce as part of our global inclusion and wellbeing framework.

About this Report

This report has been published by Sitecore Ireland Limited in line with the Gender Pay Gap Information Act 2021. It will remain accessible on our website for a minimum of three years from the date of publication.