

Denali New Hire Postcard Announcement FAQ



One of the most important steps to take after landing a key hire at Denali Advanced Integration is the announcement that ensures all who will engage with that person are aware. This helps our new team member feel welcomed and helps them establish a Denali network to allow them to be successful at our organization. At Denali, we utilize a Postcard announcement to allow people a little insight into the professional background, personality and character of the new hire.

Below are a few tips to help you better understand when and where a Postcard should be utilized and the process to get one created.

Q: Do all hires need a Postcard created and an announcement made?

A: No, only the following types of hires should have a Postcard and announcement:

- Executives, Vice Presidents and/or Director-Level
- Customer-facing Positions
- Key technical roles

Additional roles can be considered, however announcements for those roles mentioned above should only be made internally to the team that role is joining.

Q: Who should the Postcard announcement be distributed to?

A: Depending on the hire, the following distribution should be followed:

- All Denali direct reports, department for the hiring Executive or Vice President and/or Director
- All teams (internal and external, e.g. partner ecosystem) who will work or engage with the new employee
- Social Media Announcement on LinkedIn: Only Executives, Vice Presidents, Directors & select Technical or Sales roles should be announced

Q: My new hire qualifies for a Postcard announcement, who should I work with to get one created?

A: Please send your request to marketing@Denaliai.com and the team will provide you with guidance on what is needed to get one created. This can be initiated as soon as the new hire has accepted their offer and should be done 48-72 hours prior to the announcement date as the marketing team needs time to gather information about the new hire.

Q: Who do I reach out to if I have a question that may not be answered here?

A: Please reach out to HumanResources@Denaliai.com