

Customer Spotlight

# How Exact Sciences Scaled Learning & Development Across 120+ Countries

Founded in 1995, Exact Sciences is a leading cancer diagnostic company headquartered in Madison, Wisconsin, with over 6,500 employees around the world. The company helps prevent, detect, and treat cancer, giving people the answers they need to fight the disease.



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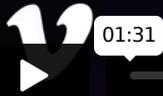


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# EXACT SCIENCES



**+50%**

faster video  
production



**300%**

growth in headcount



**5+**

years using Vimeo

## Challenge

As Exact Sciences tripled its workforce and expanded into international markets, its [learning and development](#) strategy needed to keep up. Initially, leaders could personally communicate updates and training needs. However, this approach wasn't sustainable as the company scaled.



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Director of Learning and Development, who joined as only the third hire on the L&D team. "We quickly scaled to 5,000 employees [from 1,300] and we saw, not only are we much larger, but we're also in different countries and different time zones. We really had to think about how we're going to use video to reach everybody with the same message!"

Exact Sciences also operates in a highly regulated industry where content has to pass through multiple approval layers, including marketing, medical, legal, and regulatory review. The onboarding program for new employees was heavily focused on compliance, assigning people 112 different reading materials on their first day, adding an additional layer of complexity.

"When I think about the future of our strategy,"



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design or even in how we  
deliver content and  
experiences and  
competencies to our  
learners, Vimeo is a huge  
piece of that puzzle.”

Angie Roach,  
Director, Learning & Development



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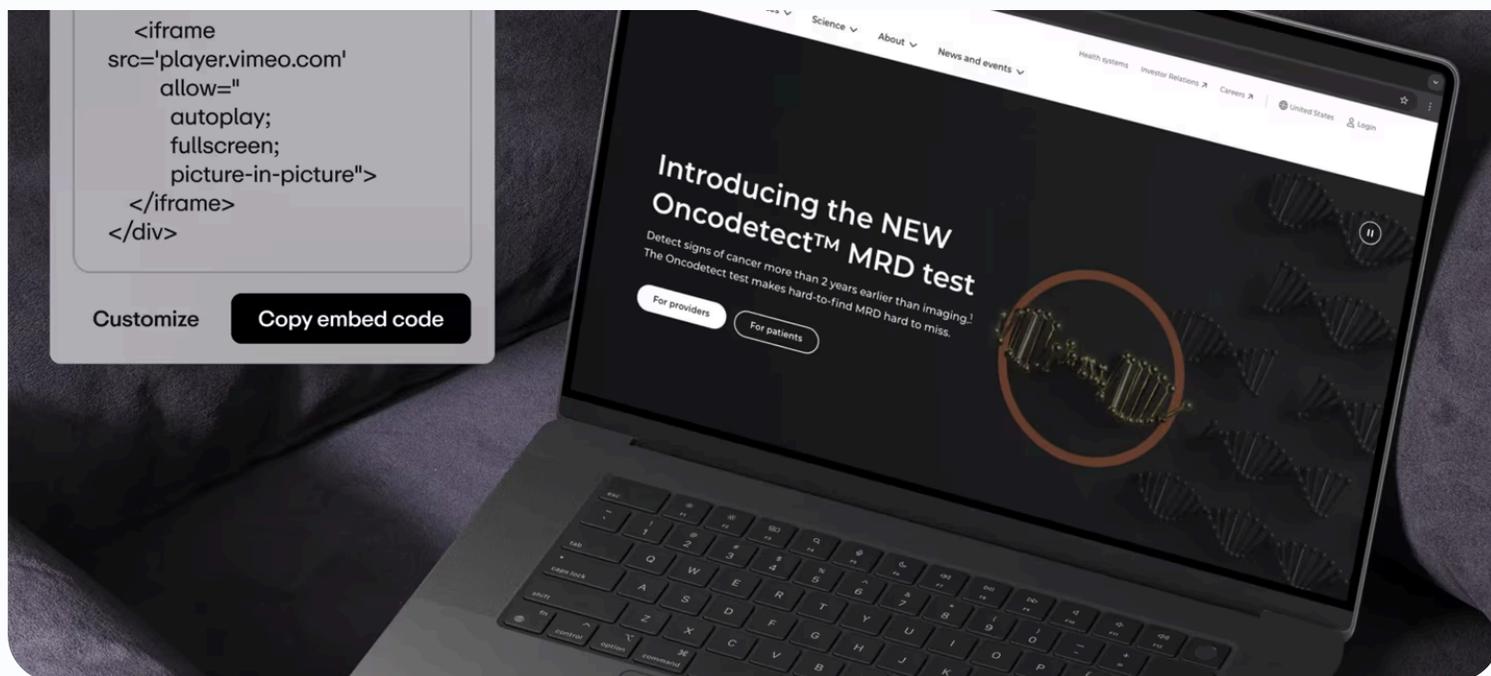
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# Solution

Exact Sciences' need to create and distribute compelling video that could scale globally led them to Vimeo. It gave the team the ability to communicate complex information in a more engaging way across the entire organization.

"We built the video program to help take what is in those policies and procedures, and build the 'why' behind them," explains Angie. "Video, for us, became a way to talk about the change and really build out what the change story was or build that intrinsic motivation for people."



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embedded videos into the company intranet and learning management system, and began capturing high-profile leadership events to share key messages across the global workforce. Critically, they empowered subject matter experts throughout the company to create their own content using the Vimeo platform, all while saving the team a significant amount of time creating videos.

## Outcome

Exact Sciences cut its video production time in half, giving the L&D team more time for critical approvals and enabling them to tackle more projects. What used to take two weeks now takes less than one week using Vimeo's built-in tools.

"You'd have somebody editing it all together, someone checking all the audio, someone doing the color checking on everything, then somebody doing the accessibility," recalls Angie. "With the tools built into Vimeo like [automatic transcription](#), we can cut within the tool itself the [video editor](#)... that's really helping us with



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Beyond speed and efficiency, Vimeo helped the company reach employees in the way they actually want to learn. The video-first approach resonated especially well with younger hires who grew up with TikTok and have high expectations for content.

"The population that we're hiring is younger and younger, and capturing their attention is getting harder and harder," says Angie. "Video, for us, was a way to engage people in the way that they were already consuming information, whether it was YouTube, TikTok, or Instagram reels."

The company successfully scaled this approach across 120+ countries, and its partnership with Vimeo continues to grow. Looking ahead, Exact Sciences sees Vimeo as an essential partner for handling future challenges like managing content in multiple languages and exploring AI content creation at scale.



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we know and time to go live, we estimate around six weeks, especially for more complicated e-learning. We've been able to take the video part of that from maybe a two-week build to less than a week.”

Angie Roach,  
Director, Learning & Development

Create transformative L&D video experiences



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### Product

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Live Streaming  
Webinars  
Video Library  
Vimeo AI  
Video Collaboration  
Video Analytics  
Integrations Hub

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