



How PeriFerry and Wells Fargo

EMPOWERED TALENT  
AND  
REDEFINED INCLUSION

Wells Fargo India, in partnership with PeriFerry, has transformed its approach to diversity, equity, and inclusion by sponsoring three REVIVE batches—virtual and in-person—resulting in the placement of 30+ transgender professionals in FY 22–24. Leveraging targeted sensitization workshops and a skills-based hiring model, Wells Fargo achieved measurable gains in workforce diversity and earned industry recognition for its inclusive practices.

# The Challenge: A Crisis of Access

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Wells Fargo faced three systemic barriers to inclusion



## Exclusionary Hiring

Rigid degree requirements and workplace biases systematically excluded transgender talent.



## Team Readiness

Lack of sensitization risked attrition and poor integration for diverse hires



## Pipeline Gaps

No structured pathway from upskilling to employment for marginalized candidates.

# The Intervention: A 360-Degree Partnership

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Wells Fargo and PeriFerry implemented a scalable, metrics-driven strategy to close inclusion gaps.

A

## REVIVE Batch Sponsorship (FY 22–24):

- Batch 1 (June 2022, Virtual, 13 trainees):
  - Outcomes: 11/13 hired by Wells Fargo directly.
- Batch 2 (June 2024, In-person, 22 trainees):
  - Outcomes: 7 placed post-training (3 at JPMC, 1 at GSK, 1 at Infinity Learn, 2 at VBL).
- Batch 3 (June 2024, Virtual, 15 trainees):
  - Outcomes: 11 placed in corporates.

B

## Sensitization Workshops:

- FY 23–24: Wells Fargo conducted manager sensitization and post-placement sessions, supporting new hires and workplace inclusion.
- FY 24–25: Recruitment-backed sensitization workshop (8/1/2025), reinforcing DEI readiness.

# The Impact: Metrics & Recognition

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The partnership demonstrated that DEI transformation is scalable, sustainable, and measurable



Improved metrics indicate high retention and integration.



Wells Fargo cited as a top employer for LGBTQ+ inclusion in BFSI, driving industry benchmarks for DEI.

30+

30+ transgender professionals hired through REVIVE (FY 22-24).

DEI

Enhanced workforce diversity, reduced bias, and increased psychological safety.



Gender Equality Index  
Bloomberg 2023.



Brandon Hall Group™  
HCM Excellence Awards.



Most Inclusive Organization for Women in  
Technology 2023

# The Future: A Sustainable Inclusion Pipeline



Wells Fargo's REVIVE partnership with PeriFerry has created a repeatable, data-driven DEI framework. The bank continues to prioritize skills-based hiring and workplace sensitization, setting a gold standard for sustainable, inclusive talent development in India.