



PROS

Locations: Texas (HQ)  
Industries: Software and Services

RISK LEVEL:



Medium Risk

DESCRIPTION:

PROS is Medium Risk. The company often yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. PROS occasionally embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues at times. This approach fails to safeguard free exercise, free speech, and free enterprise.

Corporate Weaponization

Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. Medium Risk

PROS received a score of 60 on the 2025 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (1)(2). However, PROS has not canceled customers, suppliers, or vendors based on political views or religious beliefs (3).

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. Lower Risk

PROS does not appear to discriminate against charitable organizations based on views or beliefs. The company seeks to support "communities across the globe through partnerships with organizations including Kids Meals, local food banks and Lotus House Miami" (1).

Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. High Risk

PROS' HRC 2025 CEI rating indicates the company provides a specific benefits guide with a comprehensive explanation of transgender services funded by the company (1)(2). PROS integrates DEI into its employee policies. From its 2023 Sustainability Report: "DEI principles are integrated into all people focused offerings, including base pay, incentives, performance management and succession planning." PROS requires employees to complete annual DEI training (3). PROS does not provide viewpoint protections for its employees (4).

## Corporate Governance and Public Policy

**Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression. High Risk**

*PROS' HRC 2025 CEI rating indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy. By doing so, the company risks dividing employees, alienating customers and harming shareholders (1)(2). PROS supports DEI within its business practices, hosting a Diversity Council. The company also sent internal "DEI practitioners" to the Houston DiverseCity Summit to promote DEI (3).*

**Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. Medium Risk**

*PROS' HRC 2025 CEI rating indicates the company has pledged philanthropic support of at least one organization or event that promotes sex and gender ideology. By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders (1)(2). Otherwise, there are no publicly known cases of PROS using corporate funds to advance ideological causes, organizations, or policies (3).*

**Uses corporate political actions and/or financial contributions for ideological, non-business purposes. High Risk**

*PROS' HRC 2025 CEI rating indicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives. By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders (1)(2). PROS does not operate a PAC or engage in lobbying at this time (3)(4)(5).*

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