

# impact report



20  
23



*everyone deserves the opportunity to succeed*



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# letter from bobby

Hola! Let me extend this invitation to you to learn about Populus Group (PG) through our first-ever impact report. The stories and data within show how we support the success of our clients, contractors, employees, and partners. I founded PG more than 20 years ago on the fundamental belief that **Everyone Deserves the Opportunity to Succeed.**



It's been a key driver in our business and a compass for our internal sense of **purpose** since day one. We strive to create an environment where employees can show up as their most authentic selves, which in turn, allows us to provide the best possible experience to our valued clients and contractors.

As our company continues to evolve in areas of Diversity, Equity, and Inclusion, we are expanding our reach to include not only our sustainability efforts but also our larger impact on the communities we serve.

We strive to connect the core of our business—**providing comprehensive workforce solutions**—to the cultural values that matter most to us, Give More than You Take, Go Off the Beaten Path, and Speak from the Heart.

Whether we are providing immigration support, payroll services, recruiting quality talent, or finding innovative ways to solve complex problems, these values stay at the forefront, and point to who we are as an organization and how we approach an ever-changing corporate landscape. I hope you enjoy this glimpse into PG's pride and purpose. Thanks for reading!

**Bobby Herrera**  
PRESIDENT



### service lines

Our service lines represent the primary areas we provide contingent workforce solutions to clients.

# pg at a glance

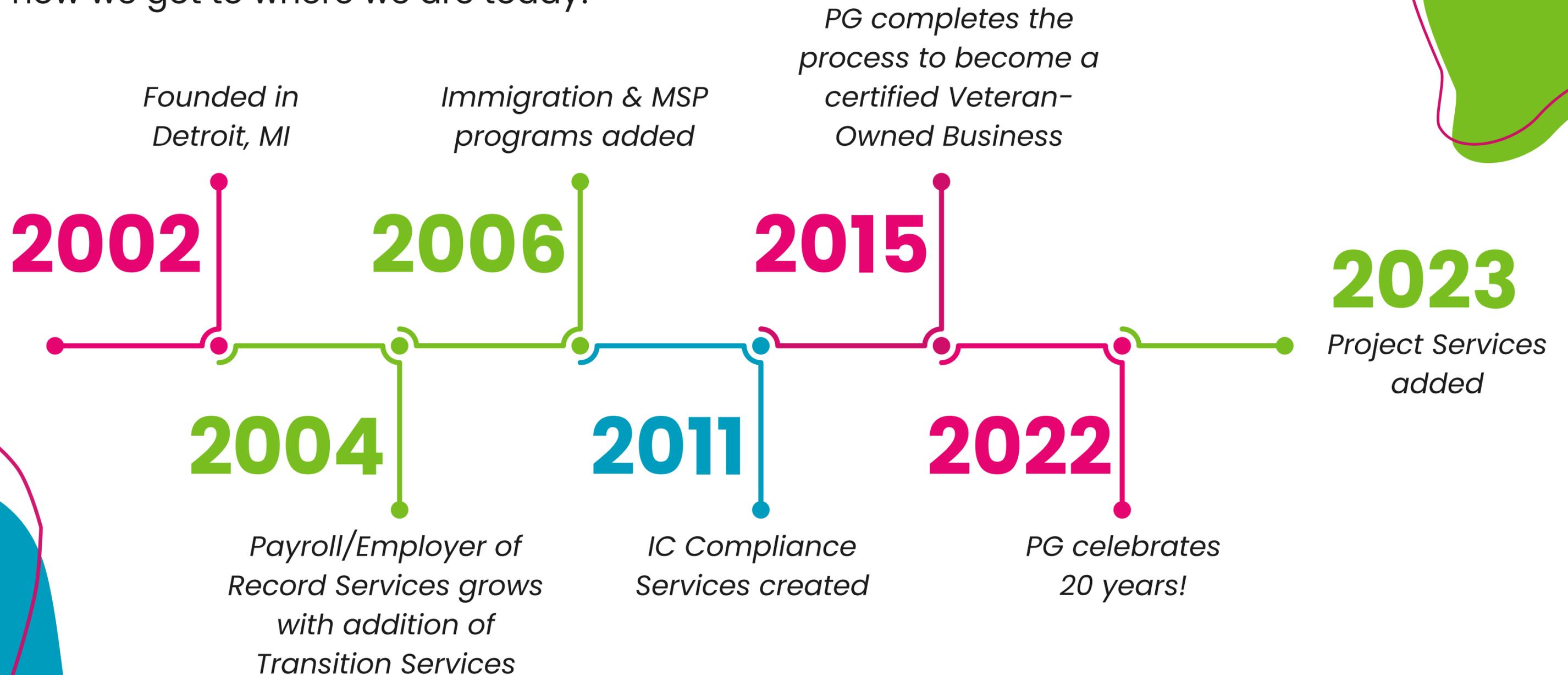
### who we are

Founded in 2002, Populus Group provides all-in-one staffing solutions to clients of any size. With in-house payroll and immigration services, we provide everything our clients need for selecting and maintaining top talent.



# pg timeline

how we got to where we are today!



# certifications & awards

Populus Group is a privately held, Veteran Owned, Minority Business Enterprise (**MBE**) certified in all 50 states via the Michigan Minority Supplier Development Council (**NMSDC** affiliate), as well as numerous other local and regional certifications with other Minority Councils.



## award highlight

Populus Group was honored as a 2023 recipient of the Diversity in Business Award by the *Daily Herald Business Ledger*.

[Read about it on the PG Blog!](#)

**Daily Herald Suburban Business 2023 Diversity Awards recognition event**

**DIVERSITY IN BUSINESS AWARDS | 2023**

**Daily Herald Suburban Business**  
THE VOICE FOR LOCAL BUSINESS

# social media & blog presence

@populusgroup

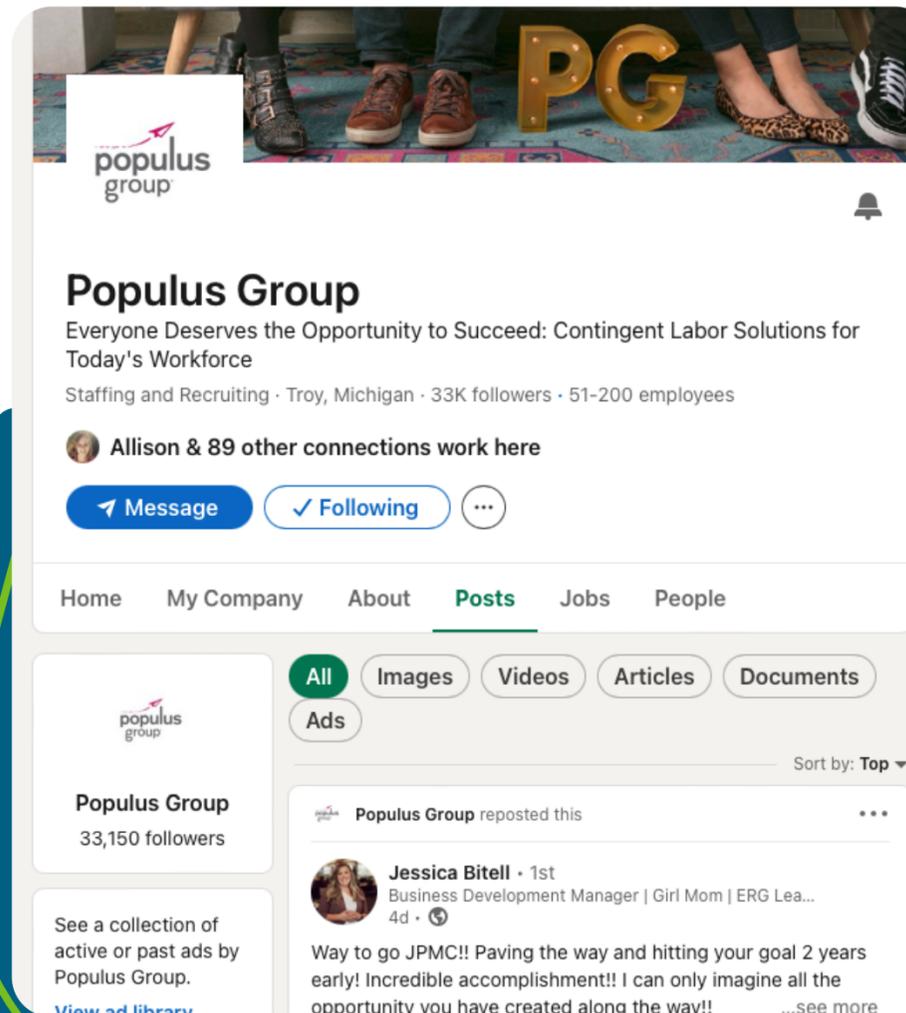
Our social media channels represent the ways we share stories, make connections, and provide industry expertise to the world! Populus Group currently focuses our efforts on [LinkedIn](#), but we plan to move more toward vertical video content that can be shared on Instagram and YouTube.

149

posts on LinkedIn

44

published blogs



## followers by channel



linkedin

33k



instagram

420



facebook

771

# operating objectives

## diversity, equity, & inclusion

Our employees come from all backgrounds and we strive to create an environment where they feel safe showing up to work as their full selves. We value our differences because we know they also make us better together.

## select the right people

With our in-house recruiting specialists, we strive to find employees who share their gifts and add to our culture, reflecting our values of giving more than you take, going off the beaten path, and speaking from the heart.

## customer relationships

We show up every day and strive for our best so that we can support our customers and provide the solutions they need. Our People-First approach allows us to provide high-quality service while centering relationships.

## operating efficiencies

Through collaboration and strong internal communication across all operations, we streamline our processes and optimize our resources to ensure the highest quality service for our clients.

## financial health

With the help from our finance and accounting teams, we approach our financial health with diligence, transparency, and compliance.

# people



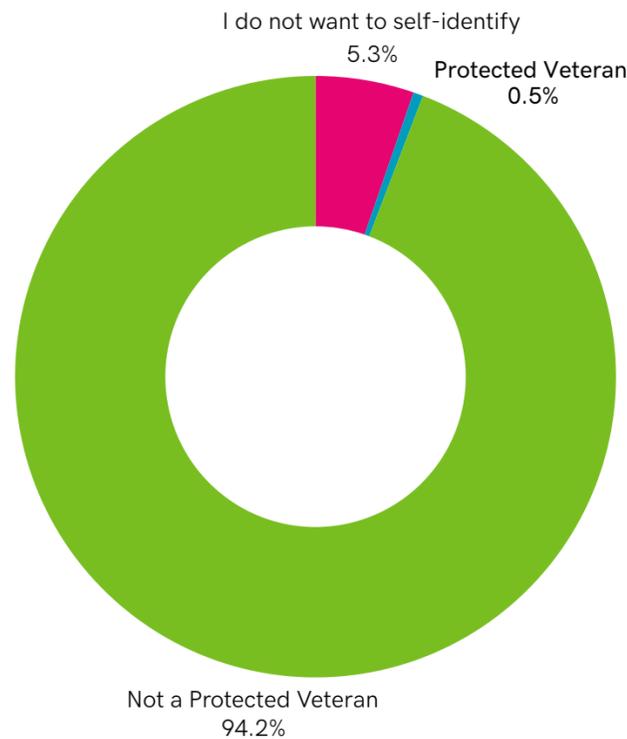
- Self-identified Demographics
- Executive Team
- Employee Development and Training
- Engagement Committee
- Internal DEI Overview & Impact



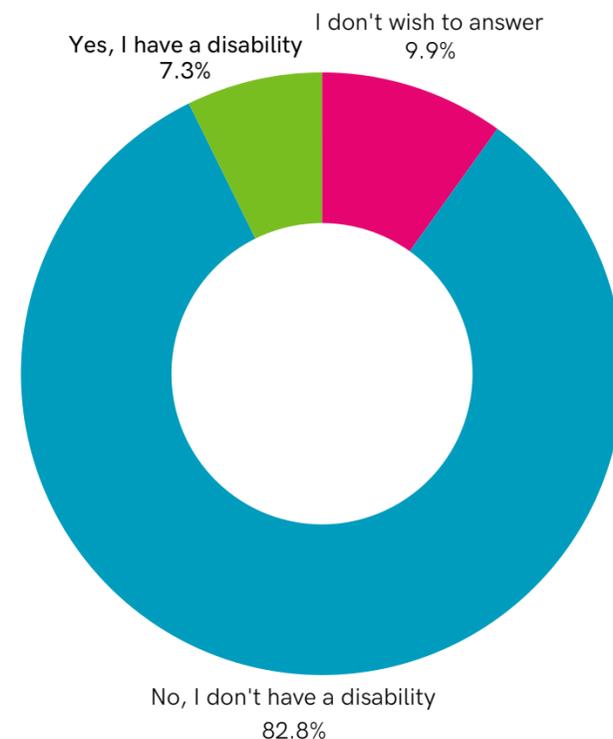
# self-identified demographics

Populus Group is proud to be an inclusive employer with employees from all walks of life.

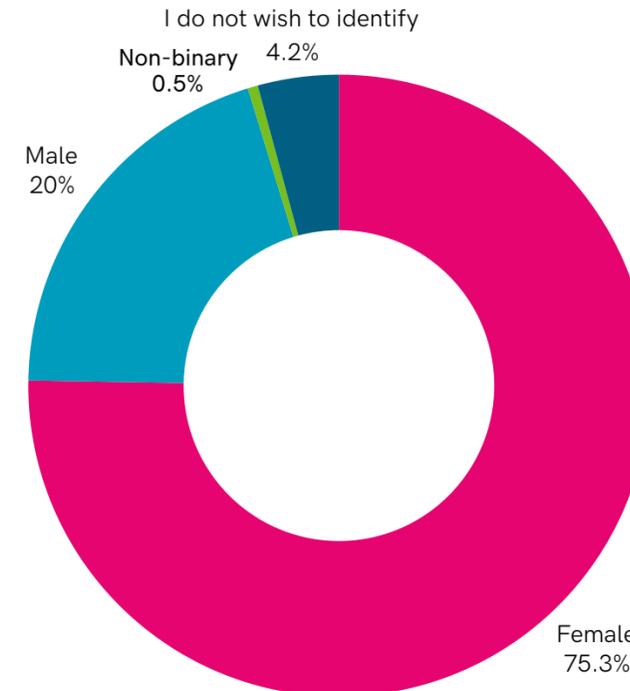
This survey was optional and employees were given the choice as to whether or not they wanted to share their data. Approximately 77% of our ecosystem responded to the survey.



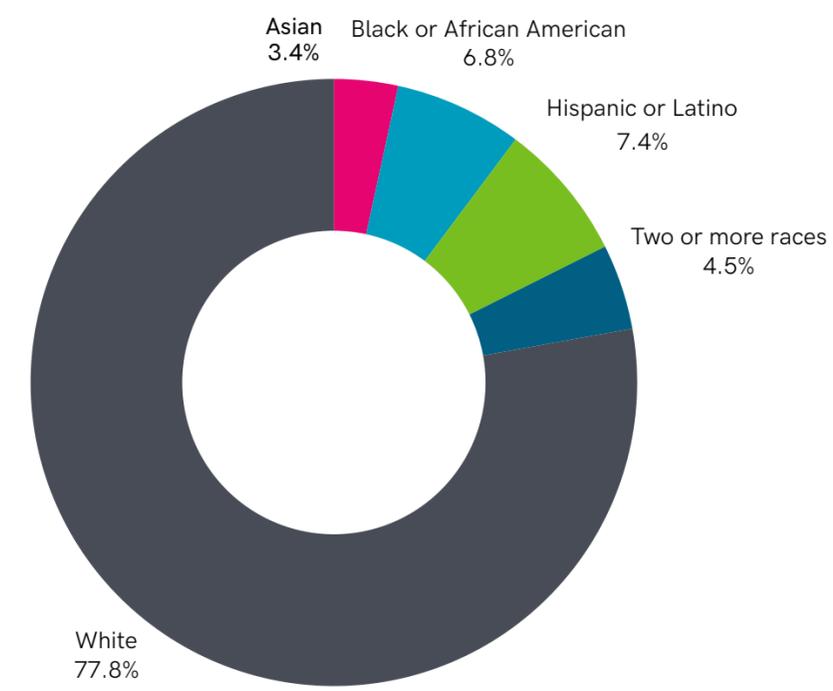
**Veteran Status**



**Disability Status**



**Gender**



**Race/Ethnicity**

# meet our executive team

The PG Executive Team oversees the direction of our company, mentoring our leaders and guiding PG to win and grow.



**Bobby Herrera**  
President & CEO



**Lori Blakey**  
VP of Delivery



**Ed Herrera**  
VP of MSP



**Mario Lambert**  
VP of Sales



**Jim Mann**  
CFO



**Karen Philbrick**  
VP of HR

# employee development

We believe in the power of growth and development for every employee at PG, regardless of where they're at in their career. Our programs are designed to enrich our team's capabilities and foster skill-building at every level, reflecting our commitment to help make great people better people.



## assessments available to all employees

### Working Genius

The 6 Types of Working Genius, developed by Pat Lencioni, form a process for accomplishing any type of work. Each genius type receives and/or gives something to adjacent types, creating a natural workflow.

### DISC

DISC is an assessment that identifies behaviors and communication styles, and by taking this assessment, leaders and employees are better able to gauge their strengths and work together as a team.

**\$16k**

training funds  
used

**\$15k**

tuition  
reimbursed

## training systems



### DEGREED

Degreed houses all of our internal trainings as well as access to external training resources all in one place!



### CORNERSTONE

Our internal Learning Management System (LMS), which is used to document goals, Quarterly Momentum Checks and houses internal trainings.

# engagement committee

Our internal **Engagement Committee** works to bring employees together and foster opportunities for connection. Our goal is to ensure that there are consistent opportunities for employees to engage in a variety of ways through similar interests and activities. At its core, the Engagement Committee helps keep PG a meaningful place to work, innovate, and collaborate while staying aligned with PG's key initiatives and values.

## 2023 Initiatives

- **Meet the Teams 2.0:** In this campaign, the Engagement Committee highlighted teams that support our largest clients to raise awareness and share the good work being done.
- **Refresh and Review Sessions:** We hosted five peer-led sessions that covered topics and software that are key to our work at PG and provided a space for learning and growth around them.



14

Engagement  
Committee  
Members

18

Company-wide  
events hosted  
in 2023

# engagement survey

In addition to hosting in-person and virtual events, each year, we conduct two surveys at the mid-year and end-of-year marks to ask our employees about their institutional trust and sense of belonging, which are the most important metrics for us. We use this data and feedback to design programming and initiatives to meet our employees where they are.



# engagement continued

At PG, we offer several opportunities for employees to engage with our leaders, connect organically, and recognize each other's hard work.

## Peer Recognition



Employees can nominate each other for peer recognition awards, which recognizes those who go above and beyond in service, hitting our goals, and contributing the culture of PG.

**121**  
Peer Recognition  
Awards

## Snack Chats

Snack Chats are a perk meant to help build and strengthen relationships and expand business acumen with fellow employees. Snack Chats are meant for employees to learn more about each other and understand more of what we do in our roles by talking about things such as business acumen, developing trust, ecosystem awareness, mentorships, and diversity and inclusion.

**216**  
Snack Chat  
Participants

# internal dei impact

## DEI Overview:

At PG, diversity, equity, and inclusion (DEI) means we have a community filled with employees from all backgrounds who feel safe showing up to work as their full selves. We value our differences because we know they also make us better together. We are committed to attracting and retaining diverse talent, fostering a culture of inclusion, and continually evolving our systems so that access is central to our employee's success journey.



People

Our internal  
community



Partners

Our external  
community



Purpose

Our community  
impact

## Our Three Pillars: The 3 P's

These three pillars, echoed in this report, embody how we take our DEI ideals and turn them into action. Our DEI Lead works with our council and employee resource groups to identify and execute initiatives that impact our internal community while also contributing to the success of our business goals.

# internal dei council

Our DEI Council is comprised of a mix of employees and executive sponsors. The council is broken up into task forces, each with unique jobs in the council. The task forces focus on education, communication, and community outreach. The council helps to guide the DEI efforts of PG both internally and externally. Members of the council are selected based on their service experience and undergo an application process. Each council member serves a 2-year term.

**3** Executive Sponsors

**8** Council Members



# employee resource groups

Here at PG, we have a total of 8 Employee Resource Groups (ERGs). These groups form organically and work to achieve their individual goals while aligning to the goals of our business. Focused on community, the ERGs have a dedicated interest in lifting their voices and educating allies.

**Cultures Connected - 47**

**Health & Wellness - 71**

**Leading Ladies - 104**

**PG Black Network - 15**

**PG Christians - 51**

**PG Parents - 116**

**Pride Alliance - 59**

**V.A.L.O.R - 17**

**480**

participants in 2023,  
including multiple  
ERGs per employee

**8**

**total Employee  
Resource Groups**

# the fourth p dei podcast

The Fourth P is our internal podcast, focused on sharing the story of our DEI journey. Episodes are released monthly. This project is sponsored by the Awareness, Engagement, and Communication Taskforce on our DEI Council.

## Episode topics include:

- Introduction to the Podcast
- Unconscious Bias Training
- Supporting Veterans in the Workplace
- Hispanic Heritage Month
- NMSDC Conference Recap
- Lessons on Gratitude



6

internal DEI podcast  
episodes produced

603

listens from the  
community

# unconscious bias training



Unconscious bias is a natural part of the human condition—of how the brain works. And it affects how we make decisions, engage with others, and respond to various situations and circumstances, often limiting our potential. Employees from each department have participated in this training.

## The training consists of 3 modules:

- 1. Identify Unconscious Bias:** Recognize our unconscious bias's impact on behaviors, decisions, and performance.
- 2. Cultivate Connections:** Increase empathy and curiosity in personal interactions to surface.
- 3. Choose Courage:** Explore ways to face unconscious bias with courage and create a space where everyone is respected, included, and valued.

20%

of all employees went through unconscious bias training

90%

of leaders went through unconscious bias training

# diverse interview panels

## Project Overview:

We utilize Diverse Interview Panels to live our mission that everyone deserves an opportunity to succeed. Diverse Panels drive proper representation and inclusivity, shorten feedback and cycle time, drive consistency in legal practices, help mitigate bias, and increase revenue and innovation!



**118**

**external interviews  
conducted with diverse  
interview panels**

# partners

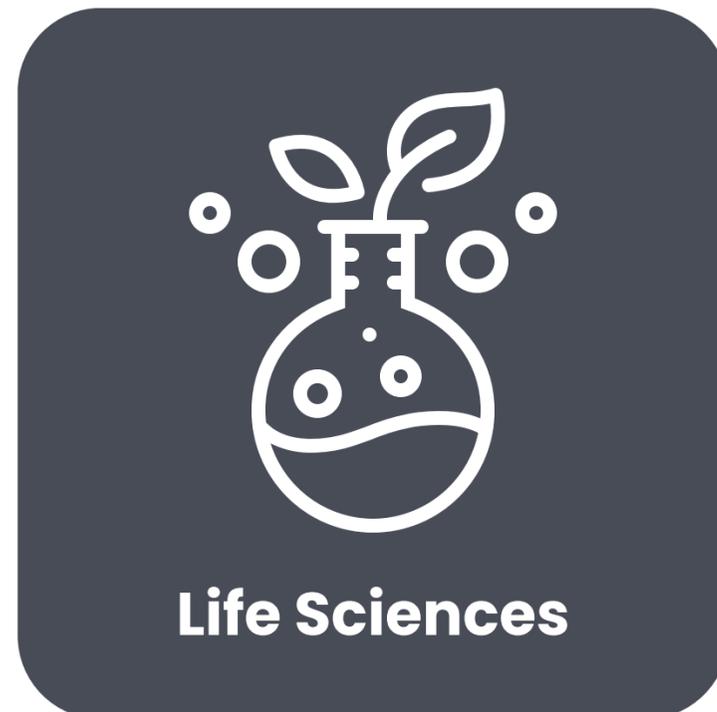


- Key Verticals
- Professional Payroll Services
- Supplier Compliance Program
- Testimonials
- Supplier Diversity
- Managed Service Provider
- IT Project Services & Staffing



# key verticals

While we serve clients across a wide range of industries, there are **6 key verticals** we support.



# professional payroll services

Our payroll program is a comprehensive system that manages and supports contingent workers for our client base. From onboarding to employment, to off-boarding, we holistically maintain each program, providing excellent customer service throughout.

We take pride in providing timely, accurate payroll to our contractors, providing an exceptional experience. Our support staff is just a phone call, text message, or email away, so our contractors know they're never alone.

**224**  
payroll clients

**\$457M**  
payroll spend managed

top metrics

**73%**

of our business comes from large accounts (200+ contractors)

**7** FORTUNE 100

**13** FORTUNE 500

**6** FORTUNE 1000

# 2023 payroll highlights



**10.8k**  
w2 employees

Our payroll program supported nearly 11,000 W2 contingent workers last year, who logged more than 640 MILLION hours of work!

**94%**  
contractor satisfaction

At PG, our high-quality service is a point of pride, and we're pleased to see that reflected in contractor feedback.

**87k**  
support inquiries answered

50% of inquiries responded in less than an hour, 50% of inquiries resolved within one business day

# supplier compliance program

## Independent Contractor (IC) Compliance

We ensure your ICs have the proper classification and documentation, so customers can utilize the independent workforce to grow their business with peace of mind.

### Step-by-step process:

1. Screening
2. Initial Score
3. Clarification
4. Collection
5. Confirmation
6. Create
7. Maintenance
8. Transition

**1500+**

**Independent Contractors vetted annually**

## Subvendor Operations

The Subvendor team is responsible for entering billing on behalf of suppliers, monitoring payment cycles, and responding to inquiries. They help our suppliers get paid faster and more accurately.

**5,717**  
invoices processed



# immigration services

We connect an international pool of specialty candidates with the organizations that need their talent. We have a team of experts, including legal counsel, who minimize the time, expense, and risks associated with working with foreign nationals.

Our team of experts help minimize the time, expense, and risk exposure our customers would face going it alone.



# 100%

H-1B Approval Rating

over **300** H-1B petitions filed



# #3

ranked #3 in the city of Troy amongst the top 100 H-1B employers

# #8

ranked #8 in the state of Michigan amongst the top 100 H-1B employers

# contractor testimonial

“Working with Populus Group, I noticed the support they provide to their employees. I felt championed by my supervisor along with her team, and that sense of camaraderie has only grown stronger over time. I appreciate their help in my career growth and Visa sponsorship. I was in a very difficult situation in my H-1B process and Populus Group was there to help me out of my difficult time.

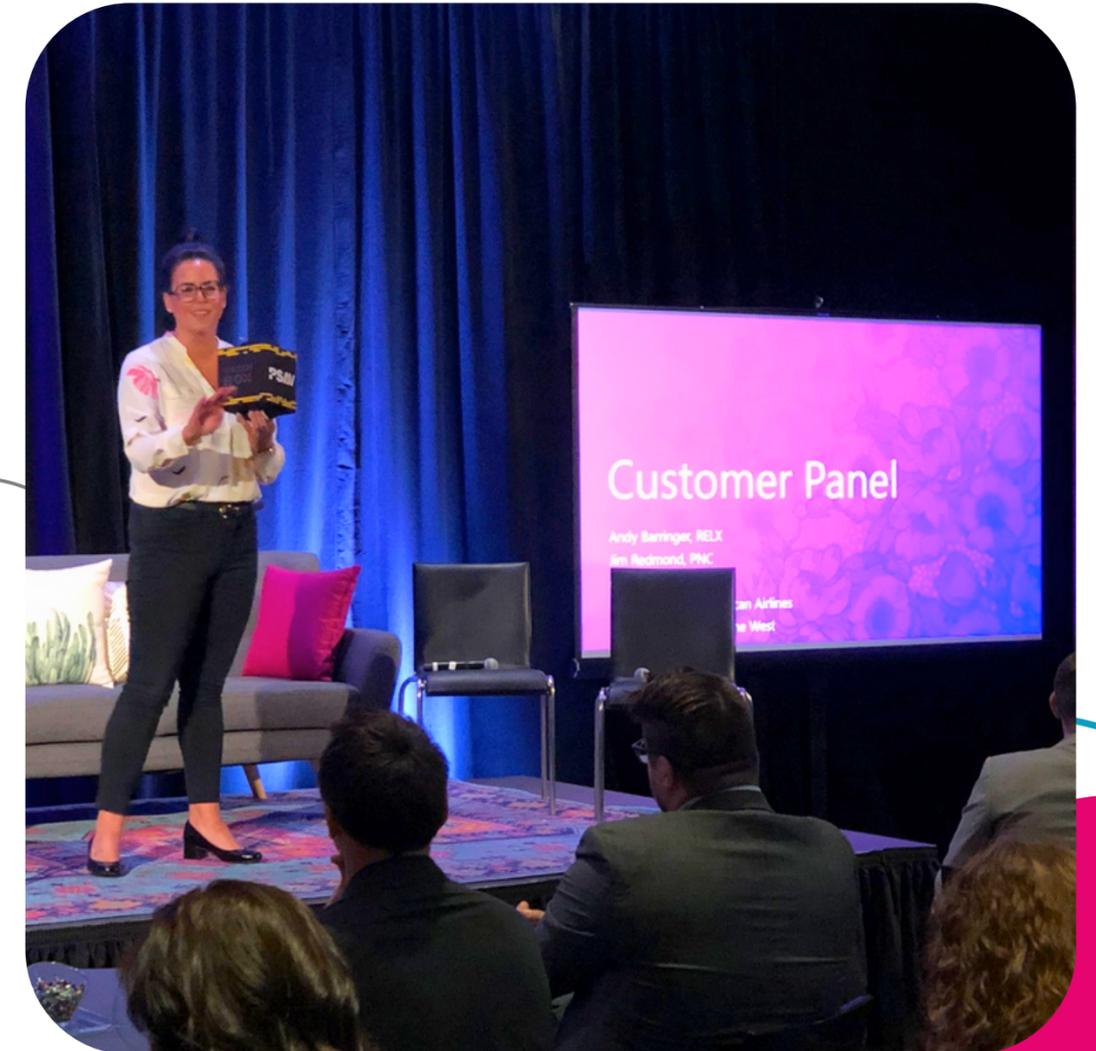
They provided opportunities for me to access a large vendor/client base and had expert attorneys guiding me along in my immigration process. I really would like to thank Populus Group for being with me during my difficult time over the past few months. I would recommend Populus Group to anyone!”

– **Ravi K.**



# client testimonial

“I have had the pleasure to partner with Populus Group over the past year to support customers within the Health Care Industry. This partnership has allowed me to support customers with skill sets that required our consultants to perform in home and in facility visitations and assure that the patients are receiving the care that they need and will allow me to expand our business throughout Wisconsin. Populus Group has been a great partner, and below highlights the areas of exceptional performance.” – **Matt L.**



# supplier diversity



**\$59  
million**

**26  
members**

**\$4.5  
billion**



## **Total Minority Spend**

In 2023, our organization spent \$59,100,000 with minority suppliers.



## **Billion Dollar Roundtable**

We've supported solutions for 26 of the 38 current Billion Dollar Roundtable members.



## **Tier-1 Diversity Spend**

Since founded in 2002, our customers have earned more than \$4.5 billion in tier-one diversity spend.

# managed service provider

Our MSP team helps customers control contingent labor costs by streamlining the way they hire and manage their non-permanent workforce with better, consolidated processes and crystal-clear visibility into the program while earning toward diversity spend goals. Our partnerships across a wide range of VMS tools allow us to be flexible and meet our customers where they are, whatever their needs may be.



**57.1**

NPS on Customer Satisfaction Survey

**100%**

Contract Renewal Rate

preferred msp partner to



**OMNIA**<sup>®</sup>  
P A R T N E R S

# unity operations



Searching for an ideal MSP partner can be a painstaking process—and finding one that provides 100% Tier 1 diversity spend compounds the difficulty. That’s why Populus Group and Allegis Global Solutions (AGS) came together to create Unity, a diverse MSP solution that’s simple, scalable and creative. The Unity solution combines robust program management, reporting, market insights, and strategic advisement with enhanced MBE mentoring, targeted supplier management, and diversity strategies.

Unity will support, and aims to exceed, your diverse MSP goals. Clients gain access to proven best-in-class practices in program management and the support to continuously evolve and transform your program, year-over-year.

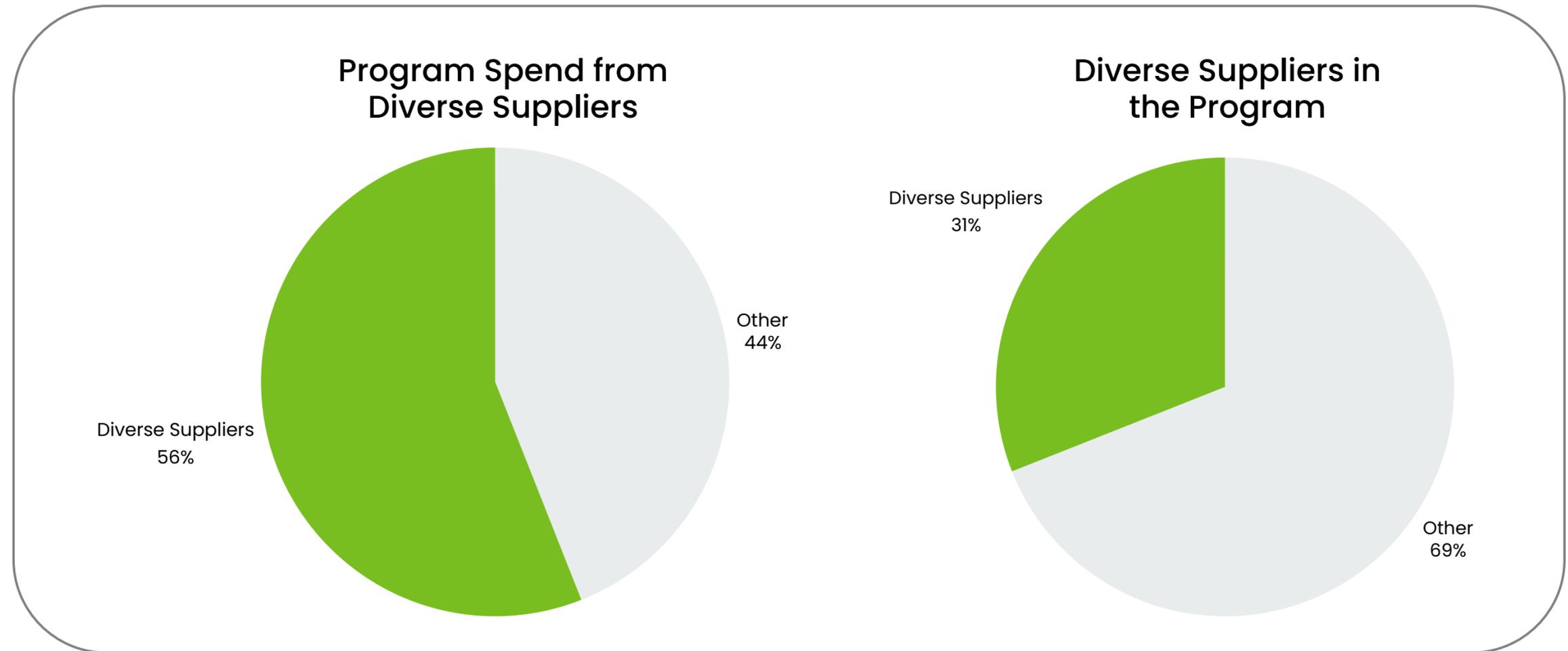


# unity by the numbers



**170%**  
YOY Increased  
Diverse Spend

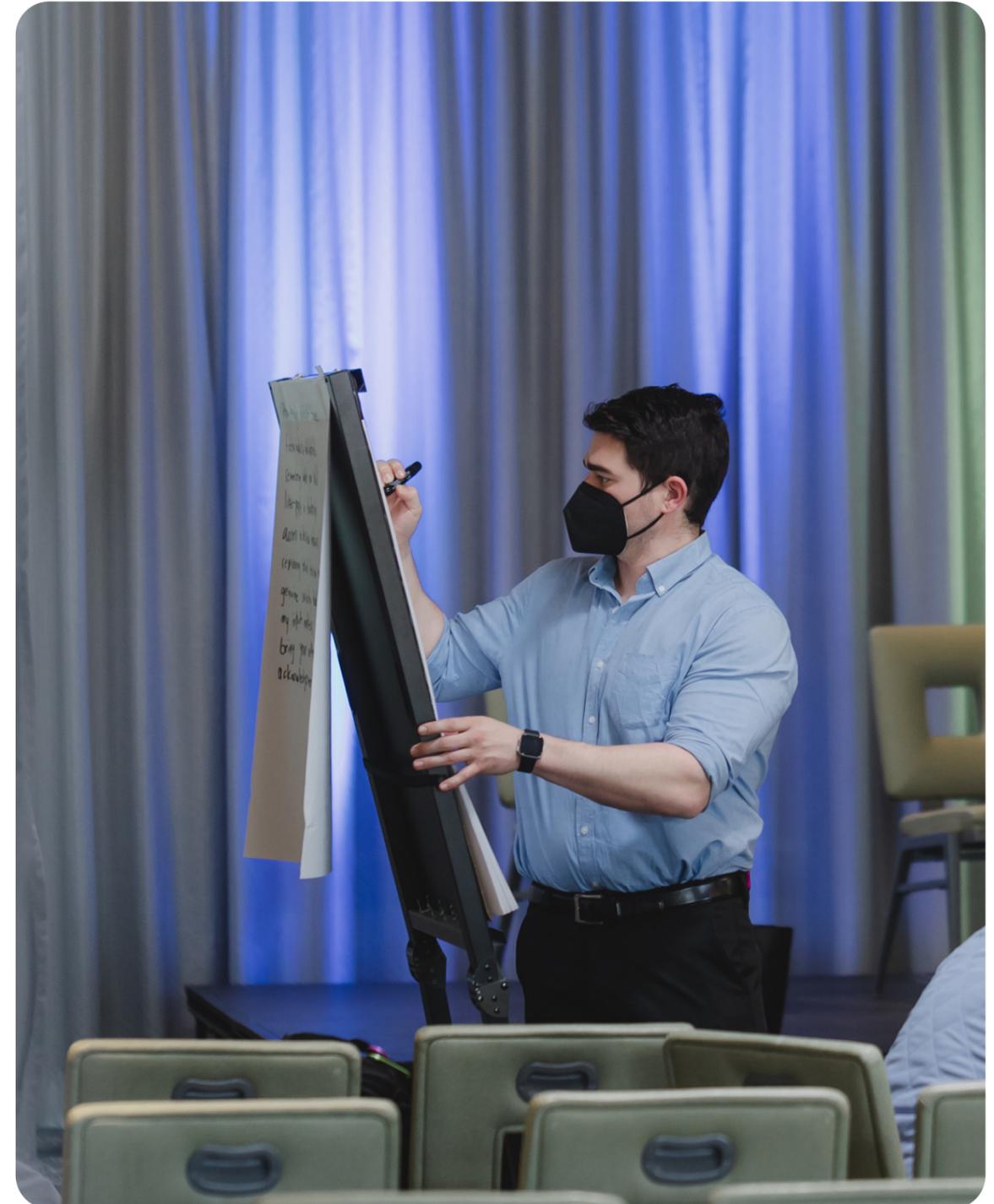
**333%**  
YOY Increased  
Diverse Starts



# it project & staffing services

Finding and retaining the right people to help advance your organization is no easy task, especially in today's competitive job market: that's where we can help. We spend the time to understand the clients we work with and their culture before we ask about the job description. Our portfolio encompasses entire projects, direct placements, contracts-to-hire, and contract placements. We have successfully supported the operations of 9 out of 10 of the leading banks in the U.S.

**1400+**  
placements



# purpose



- External DEI Overview & Impact
  - Populus Project
- Sustainability Approach
- Governance



# populus project

Welcome to the heartbeat of PG—**Populus Project**.

This isn't just a program; it's the core of who we are and what we stand for. Community involvement isn't an add-on for us, it's our DNA. It shapes our culture, drives our success, and fuels our commitment to our customers. In essence, the Populus Project is our way of saying that when the community thrives, we all do. So, dive in and see how we're turning our passion for community into real-world impact, each and every day.



# houston veterans

The organization, [U.S.VETS](#), is on a mission to end veteran homelessness in the United States. The organization was founded by veterans to serve fellow veterans and is the leading nonprofit dedicated to the work of helping veterans and their families transition from homelessness through tailored support to help them gain independence.

In 2023, our employees completed 500 hygiene kits to support the Houston-area veterans at our annual leadership meeting.



**500**

hygiene kits  
completed for U.S.  
Vets - Houston

# seattle nativity school

Seattle Nativity School (SNS) serves kids who grew up with a little less. Populus Project provides scholarships to a few of these gritty kids to help pave their path to higher education. As a co-educational institution serving 15–20 students per grade, students receive class and individualized instruction based on performance levels.

In addition to the scholarships, Bobby regularly visits the classrooms to tell stories to the kids. Each story has a lesson, of course.



**23**

**scholarships  
provided since 2012**

# children's center



In 2023, we hosted a Populus Project event at The Children's Center (TCC) in Detroit! TCC specializes in mental and behavioral health and exists to improve the lives of children and families, which in turn, will strengthen communities! Our employees took part in gardening and landscaping to ensure the space was warm and inviting for TCC's clients.

*"The Children's Center helps people and impacts the community of Detroit by providing their services. It was sad to hear about of how families in Detroit struggle for basic fundamental needs like shelter, food, and clothes. We take these things for granted living in the suburbs. I plan on going to the Children's Center to donate." - Diego D.*



# sustainability approach

At Populus Group, our approach to sustainability is grounded in practical applications that extend to our entire community of employees, contractors, partners, and clients. We are excited to continue evolving our sustainability approach amidst an increased need to prioritize the environment.



## 4 Step Sustainability Approach

### Energy efficiency

Conserve energy in office by using timed lighting that is programmed throughout our offices. Lights will turn off when there is no movement within a 10-minute increment. Additionally, in the areas where this feature is not available, lights and electronic devices will be turned off when not in use.

### Paper reduction

Promote a paperless office environment by encouraging digital communication, documentation, and electronic filing. When printing is necessary, use double-sided printing and draft mode to conserve paper and ink.

### Recycling conservation

Provide properly labeled bins in the kitchen area and front office conference room area for recycled paper, plastic, cardboard, etc. Recycle plastic water bottles and offer water dispensers to refill reusable containers.

### Transportation

Produce less gas emissions by retaining our remote-first work environment. Implement virtual meetings when applicable as a sustainable alternative to state-to-state travel.

# governance approach

## Legal, Risk, and Compliance

Our in-house legal, risk, and compliance experts are responsible for acting as auditors of new starts and I-9s, ensuring compliance with state and federal regulations, and researching all state and federal law changes and the impact it has on current and future PG business and profitability. They also ensure that we onboard our foreign national friends compliantly and ensure that their VISA renewals are taken care of in a timely manner.



# connect with us!



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