

2024

impact report

*everyone deserves
the opportunity
to succeed.*

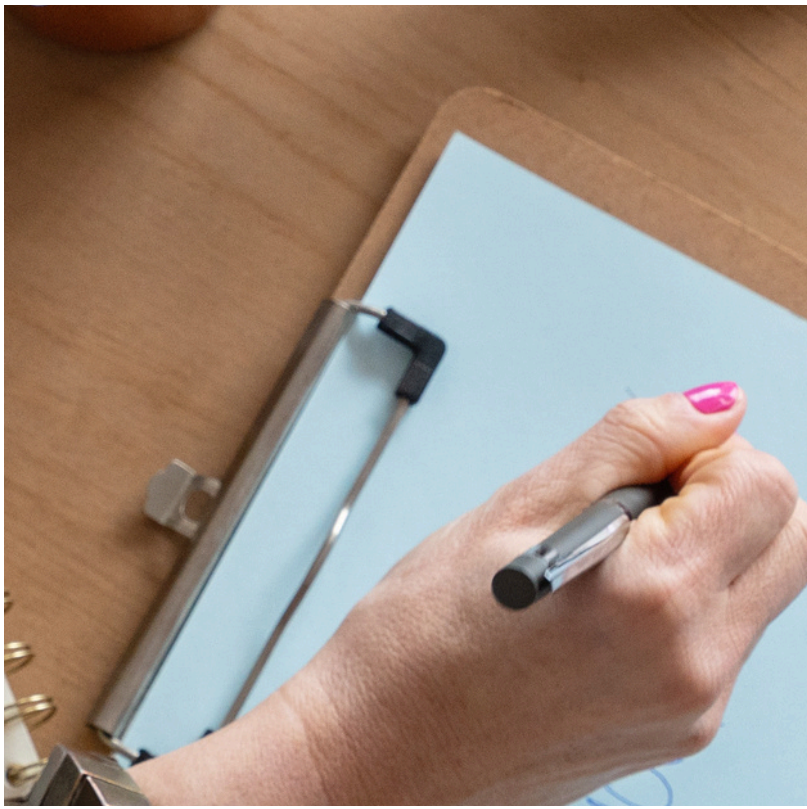
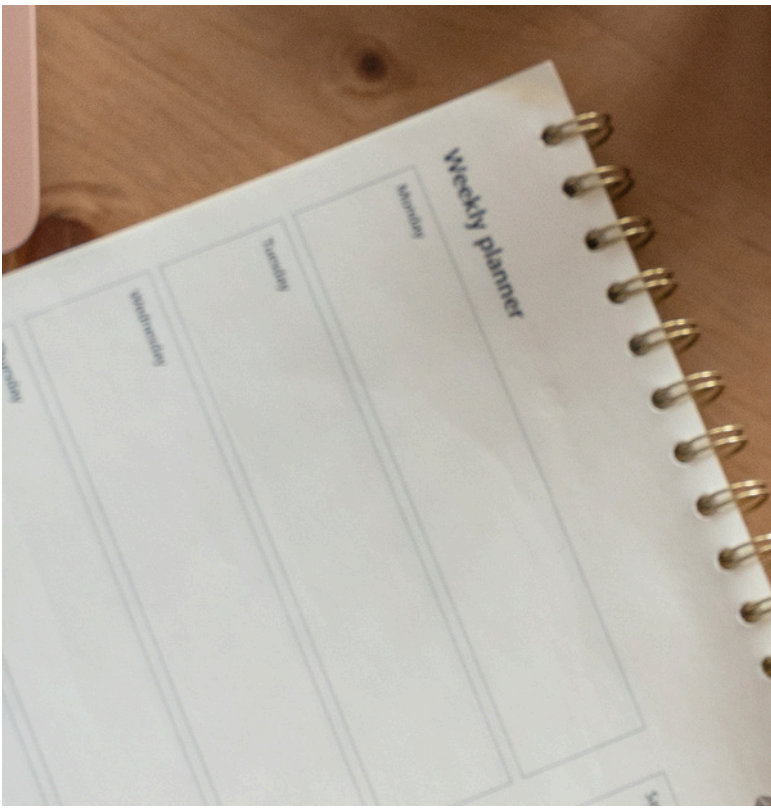




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introduction

a letter from the president

Hola amigos of The PG Community!

I invite you to explore Populus Group's (PG) impact report for 2024. Founded on the belief that **Everyone Deserves the Opportunity to Succeed**, PG's purpose has remained steadfast even in turbulent times. Inside, you'll find stories and data that show you how we live that purpose while highlighting how we support our clients, contractors, employees, and partners.

I'm very proud of how our community's resilience and consistency shine through, allowing us to provide the best possible experience. We are committed to creating an environment where employees can be their authentic selves, which translates into exceptional service for our valued clients and contractors.

As we continue evolving to **become the partner of choice**, we extend our economic impact and community efforts. Our comprehensive workforce solutions are deeply connected to our core values: Give More than You Take, Go Off the Beaten Path, and Speak from the Heart.

Whether it's foreign national talent management, payroll services, recruiting talent, or solving complex staffing problems, these values guide everything we do. They reflect who we are as an organization and how we navigate the ever-changing corporate landscape.

Enjoy this glimpse into PG's pride and purpose – thank you for your trust.

With Gratitude,



bobby herrera
President, Populus Group



pg at a glance

who we are

Since 2002, Populus Group has been on a mission to make staffing solutions as seamless and enjoyable as possible for businesses of all sizes. Our secret sauce? It's our comprehensive in-house services! We handle payroll like pros, ensuring our contractors get paid accurately and on time, every time. Plus, our foreign national talent management services are top-notch, helping clients navigate the complexities of hiring and maintaining international talent with ease.



operating objectives

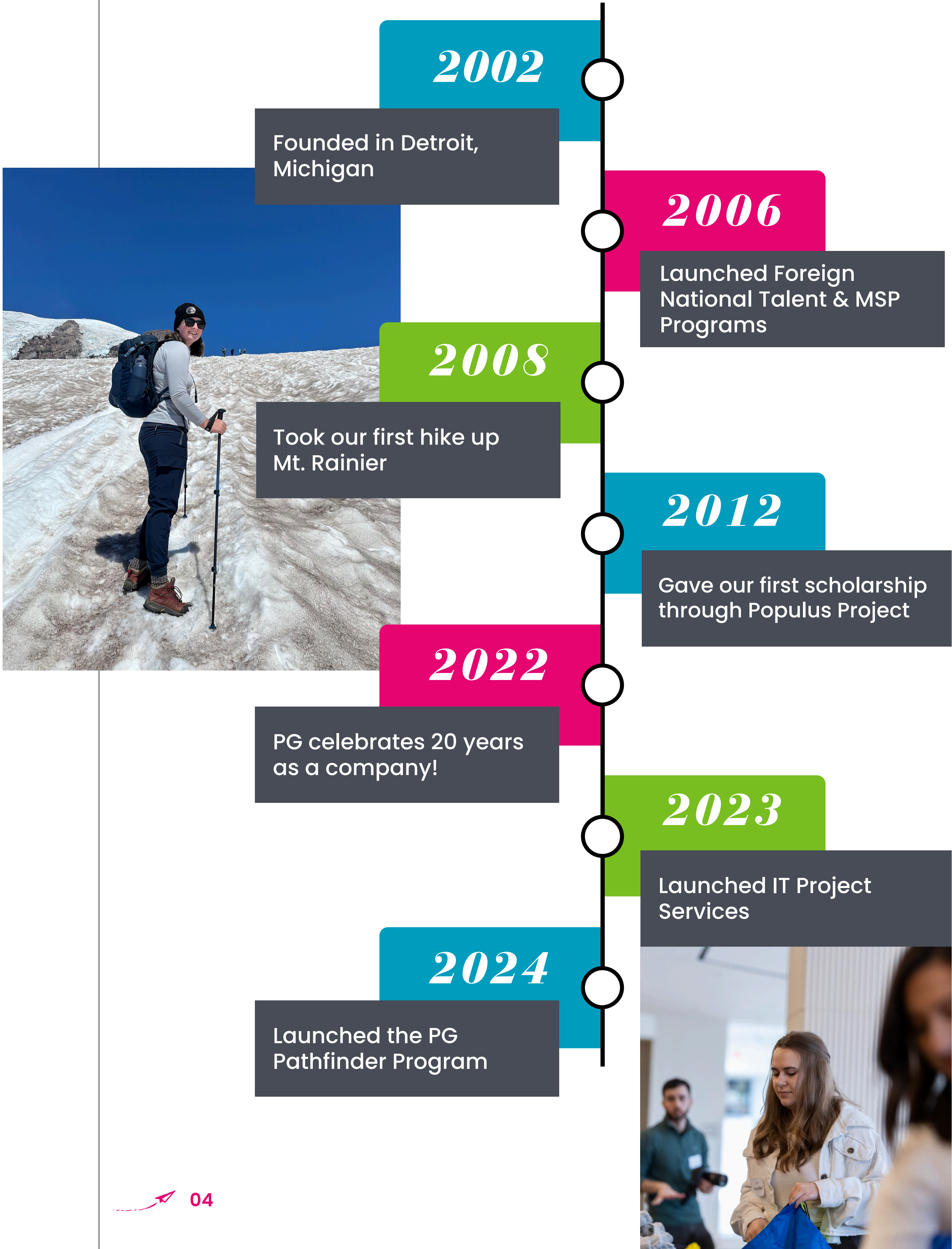


service lines



pg timeline

how we got to where we are today!



awards & certifications

Our organization is proud to highlight our recent achievements, including certifications from the National Minority Supplier Development Council (NMSDC) and the National Veteran Business Development Council (NVBDC), as well as the prestigious SIA DEI Influencer Awarded to our Head of DEI, Taniesha Thomas.

top workplaces



sia dei influencer award



taniesha thomas

certifications



pg speaks

11

total speaking engagements

5

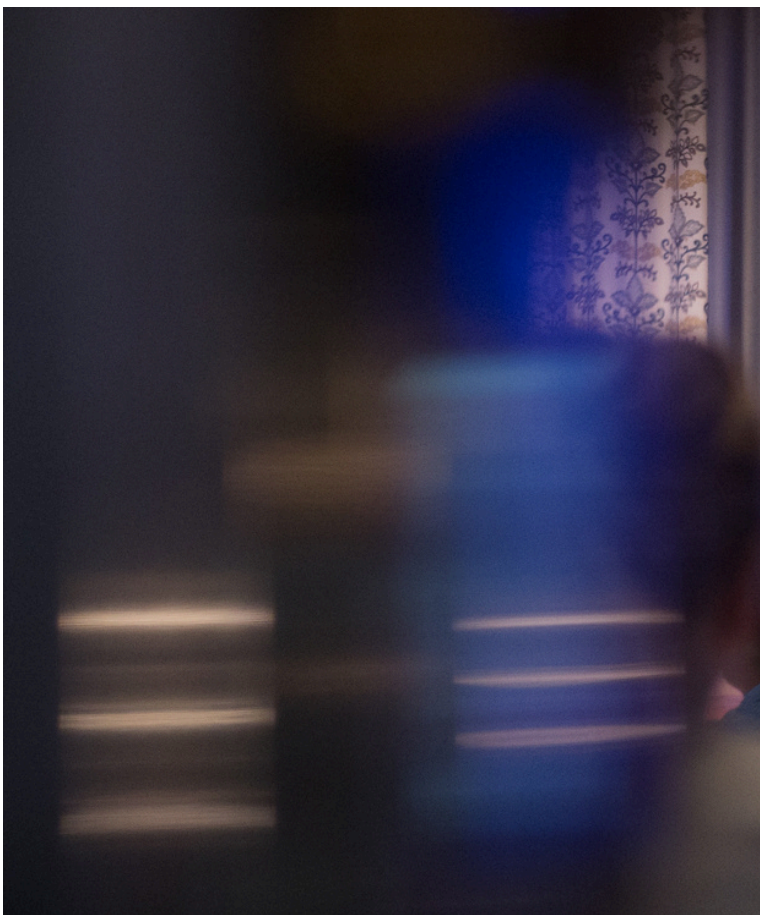
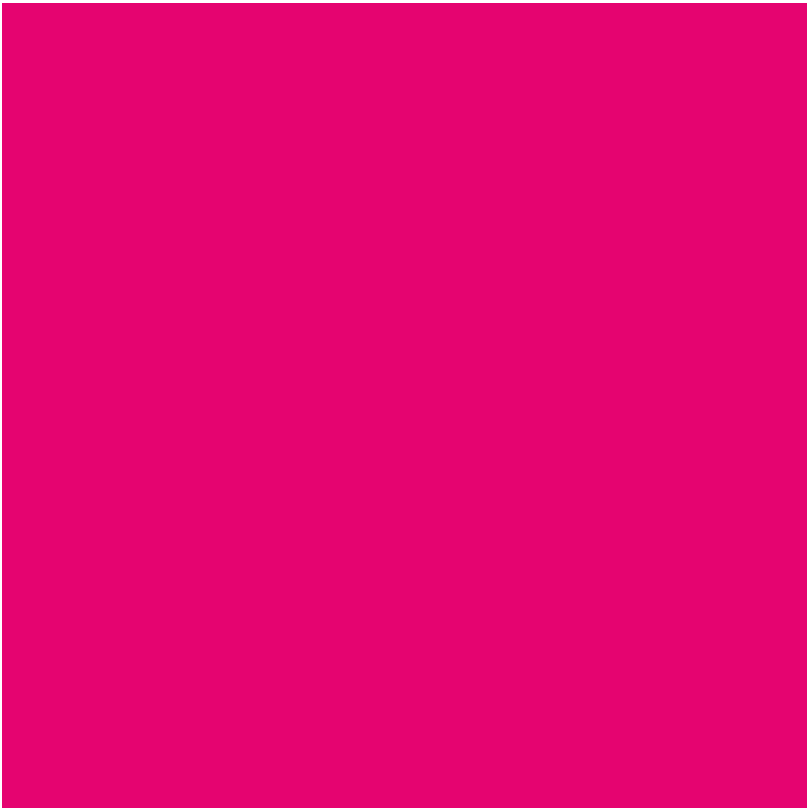
of employees who spoke at events

6

industries reached

- NMSDC**
National Minority Supplier Development Council Annual Conference
- NVBDC**
National Veteran Business Development Council Annual Conference
- USPAACC**
Southeast Annual Business Summit

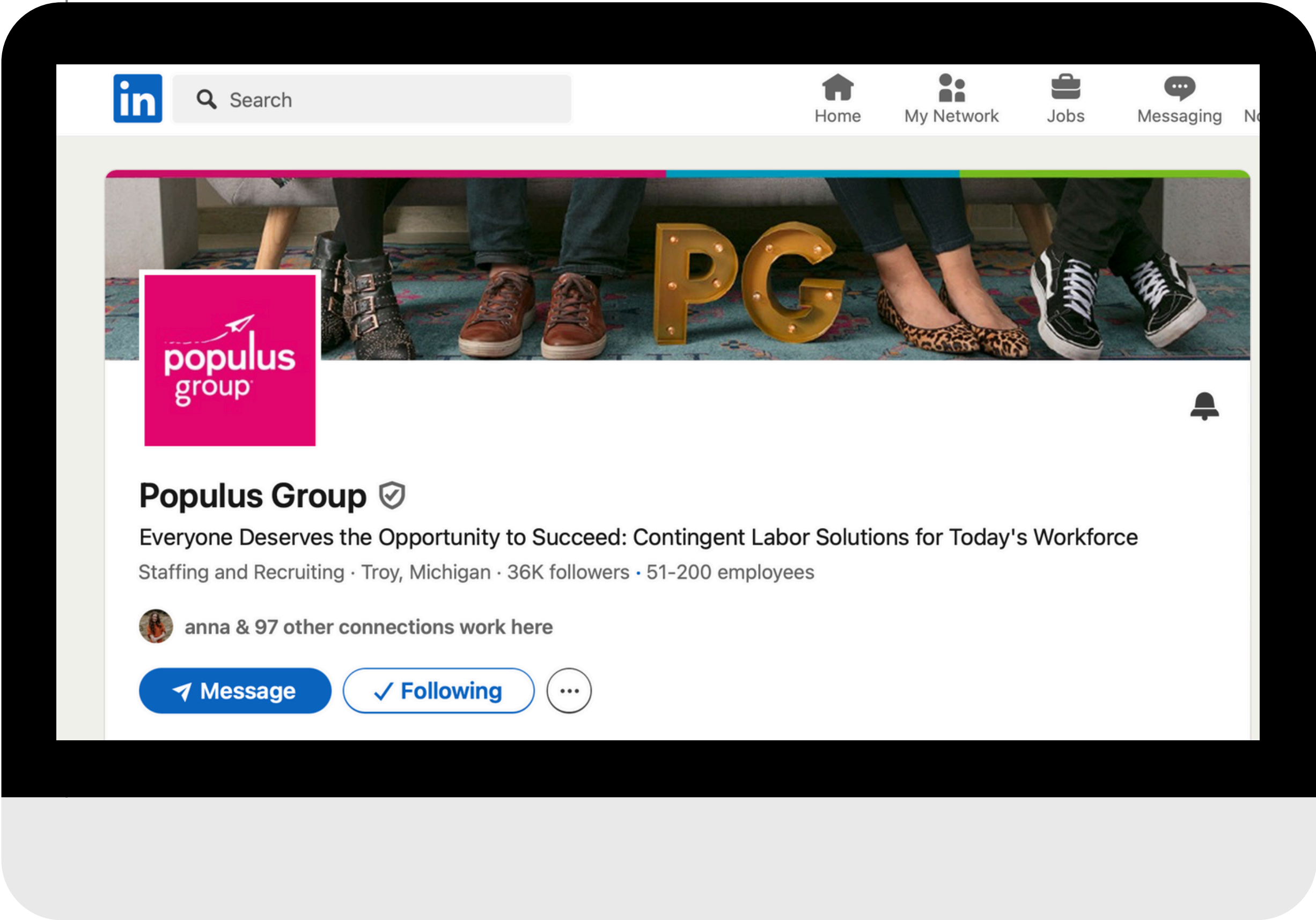
- 2024 Event Sponsorships:**
- NMSDC
 - MMPC
 - SIA CWS Summit North America
 - ProcureCon Contingent Staffing
 - NVBDC
 - Naperville Area Chamber of Commerce



social media & blog *presence*

Our social media channels are where we share amazing stories, connect with awesome people, and showcase our industry know-how to the world! Right now, Populus Group is all about LinkedIn, but we've put in the work creating more video content and branching out on Instagram.

Our blog allows us to dive deeper into important topics related to our industry, as well as company culture. We appreciate having authors from around our community and SMEs we can rely on for their knowledge!



followers by channel



35k
linkedin



467
instagram



781
facebook

top blog posts

2024

Read an expert from our top blog post of the year and check out some of the other exciting content from the PG Blog!

#1. Lessons from PG’s Hardest Tradition

Every year, our founder and CEO, Bobby Herrera, takes a group of Climbers (aka PG Employees) on a hike in Mt. Rainier National Park from Paradise up to Camp Muir. For the numbers folks, it’s a hike from 5,400 ft above sea level to 10,188 ft above sea level. Quite the challenge for a Michigan flat-lander like me and the other climbers from the Midwest that would be joining us.

Our group earned the award for being most prepared with the things we brought. We were all prepped with snacks, electrolytes, water, bandages, hand wipes, and anything else you could find at a local pharmacy. We earned the award for “most time spent on the mountain.” We weren’t as proud of that one, but for a bucket-list hike, we didn’t mind too much. All that said, here are a few things I learned on the mountain:



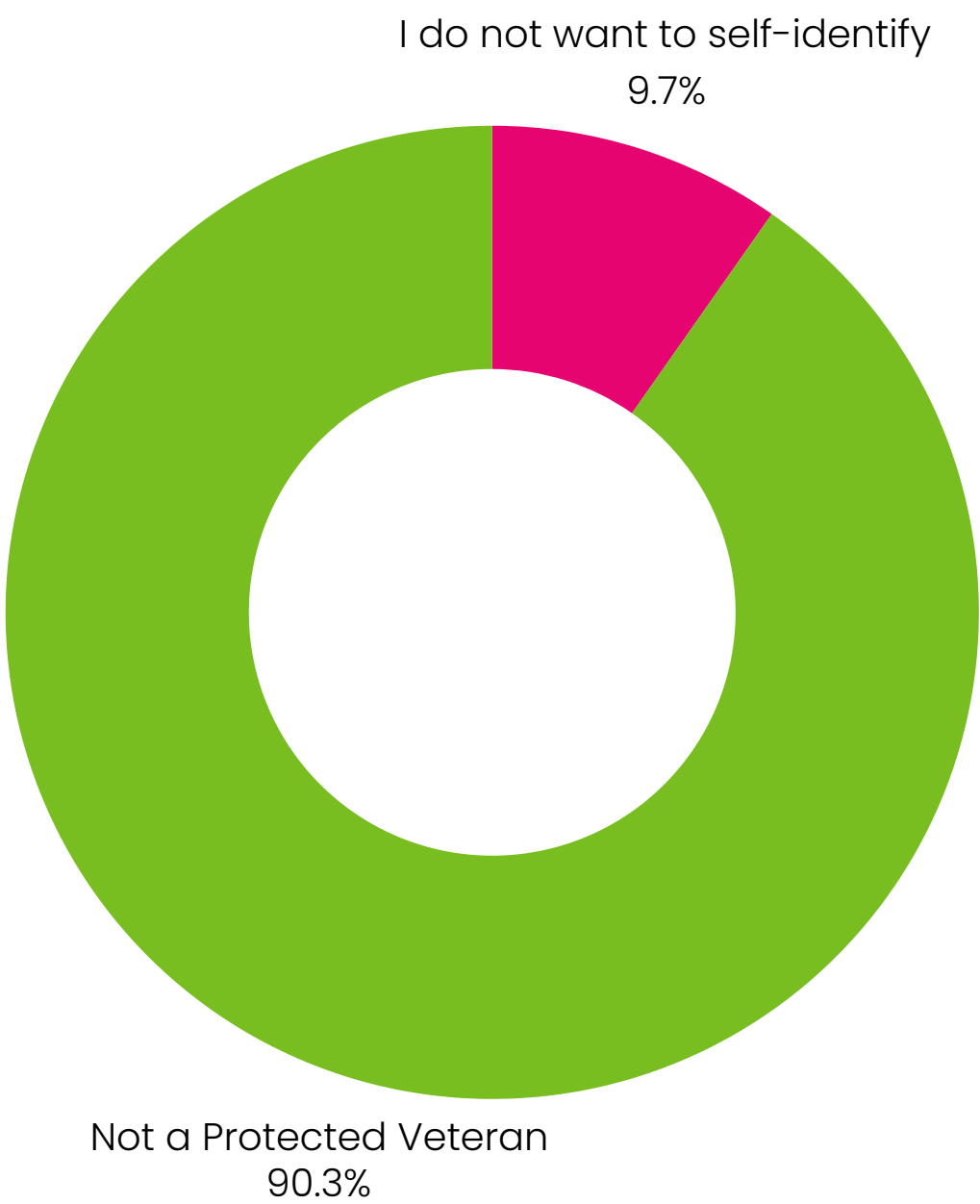
visit blog.populusgroup.com to read more!

Portfolio

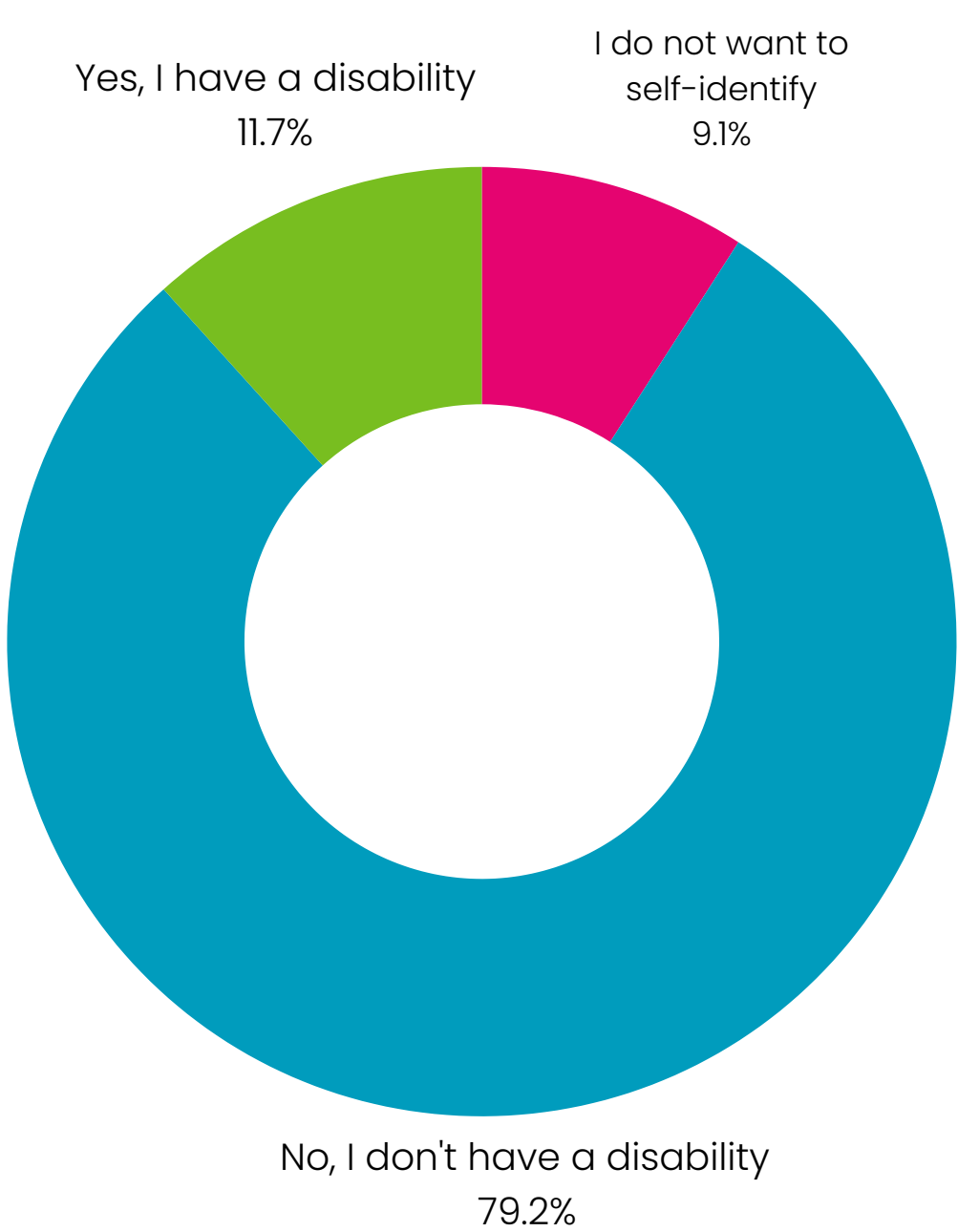


self-identified *demographics*

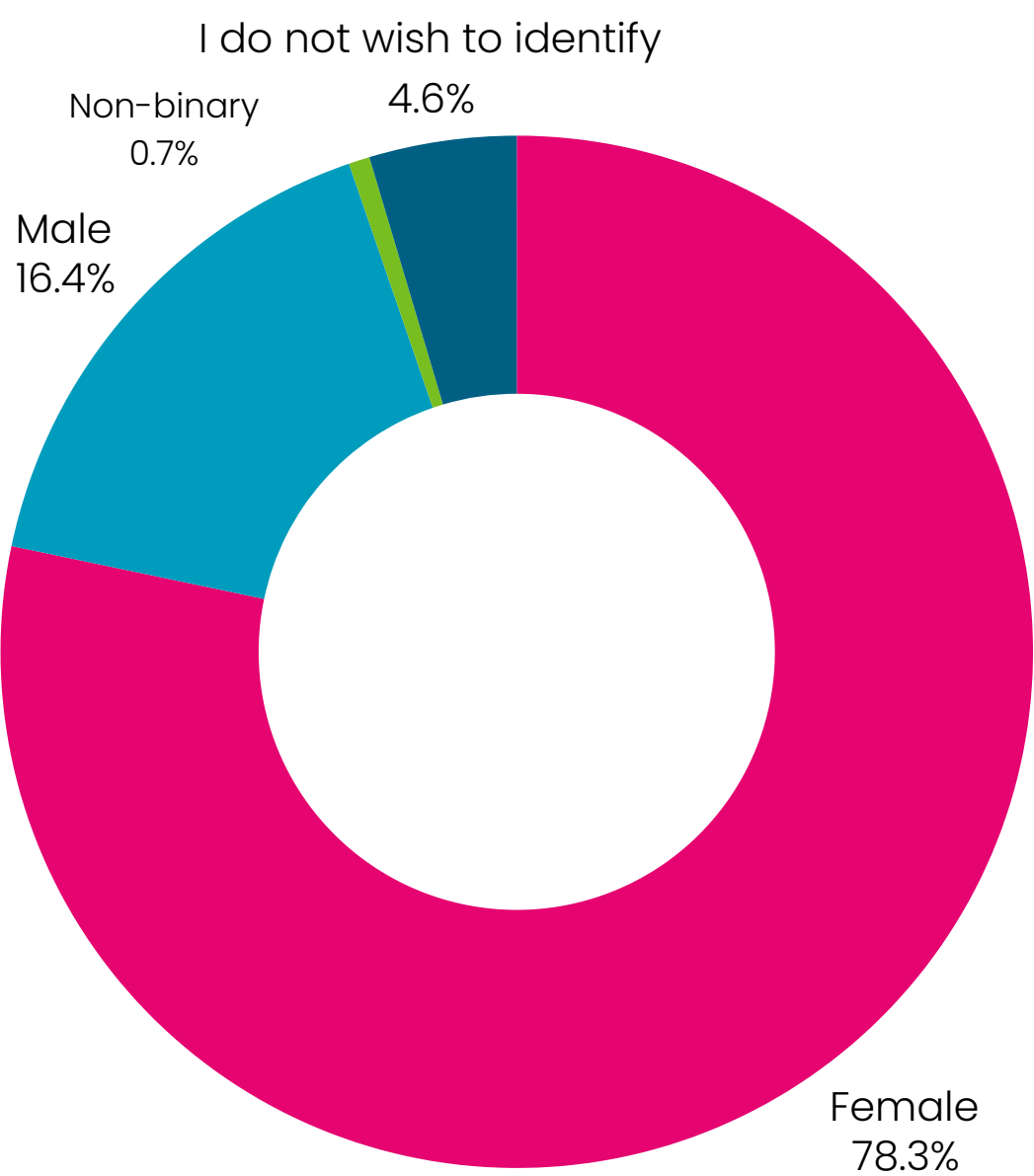
PG is proud to be an inclusive employer with employees from all walks of life. We collect personal information using our Engagement Survey where we give our employees the opportunity to voluntarily share their demographic information.



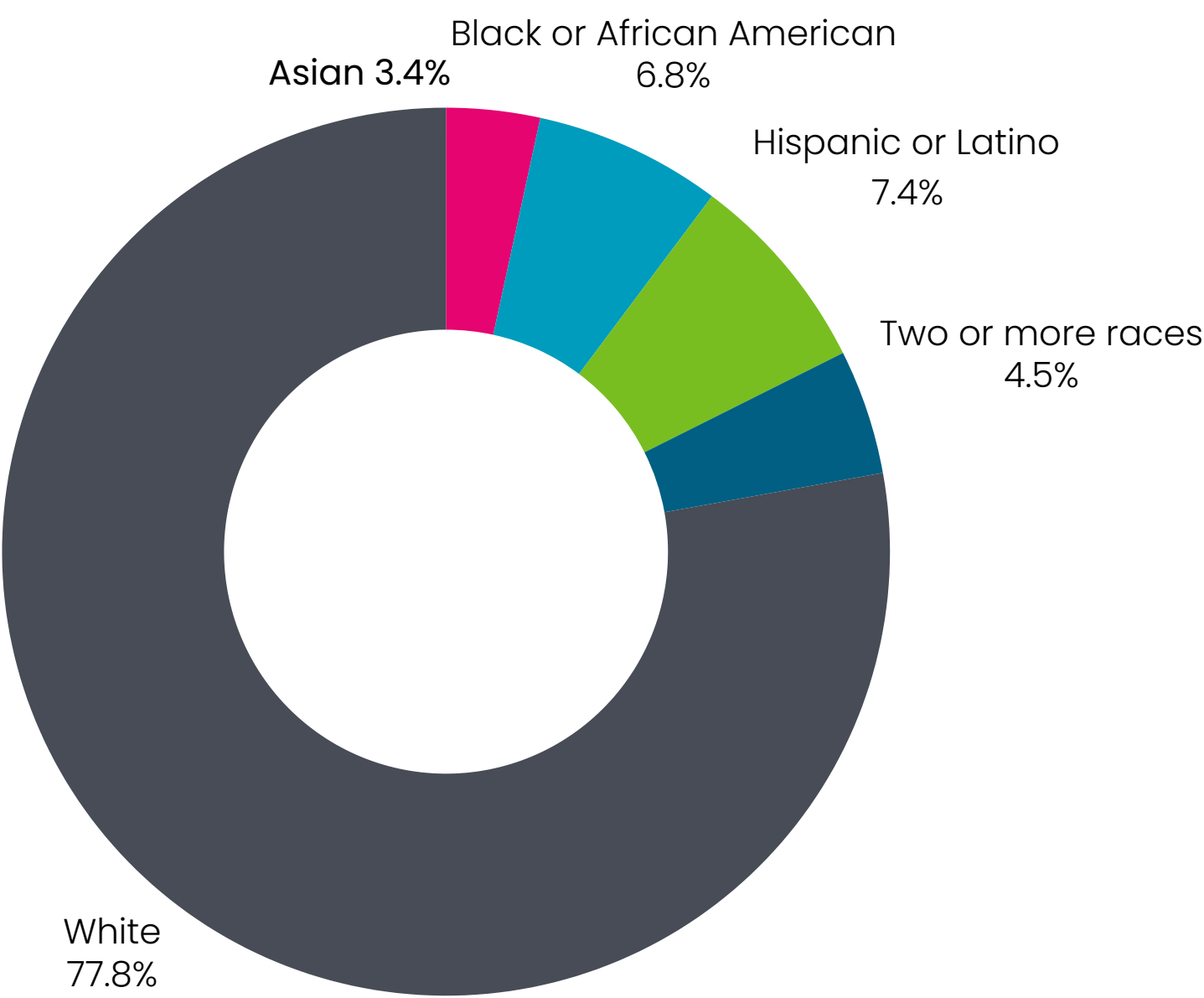
Veteran Status



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. We would also like to express our gratitude to Karen Philbrick, our former VP of HR, for her invaluable contributions to PG. After helping PG grow, Karen has since advanced her career journey with another organization and we are incredibly proud of her!



Bobby Herrera
Founder & President



Lori Blakey
VP of Delivery



Ed Herrera
VP of MSP

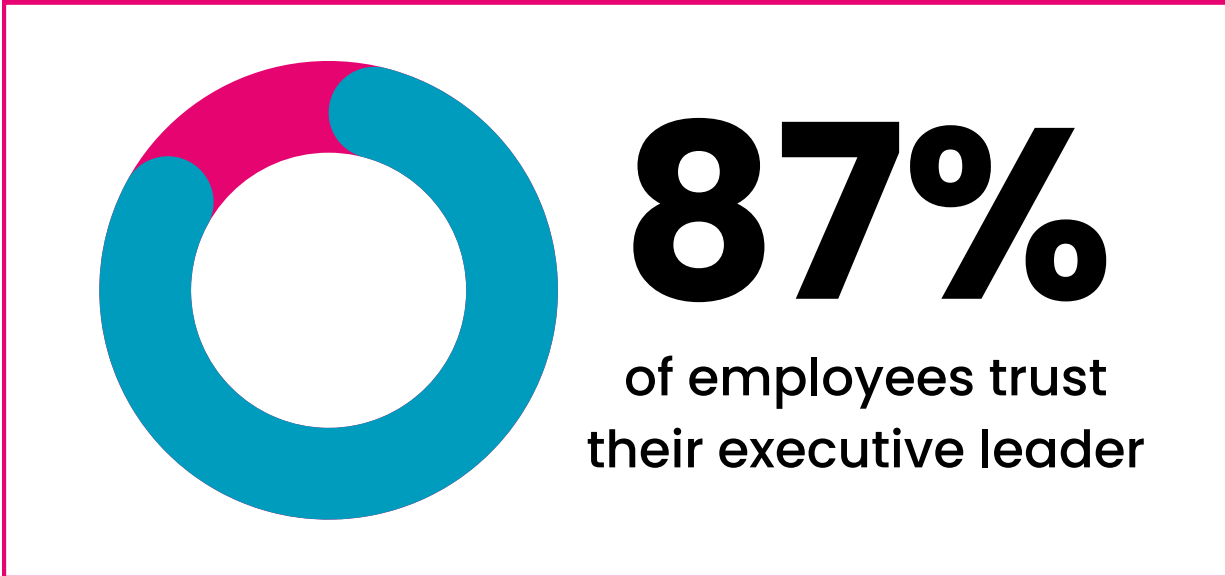


Mario Lambert
VP of Sales



Jim Mann
CFO

employee *development*



At PG, we foster employee growth at every career stage through platforms like Degreed, Udemy and Cornerstone for training. We use DISC and Working Genius assessments to understand work styles and relationships. In 2024, we introduced Korn Ferry to help manage and evolve skills.



\$17k
training
funds used

\$21K
tuition
reimbursement

employee *engagement*

Employees at PG have several opportunities to engage with leaders, connect organically, and recognize each other’s hard work.

Our internal **Engagement Committee** fosters connections and ensures consistent engagement through shared interests and activities, making PG a meaningful place to work and innovate while aligning with key initiatives and values.

Through projects like our Meet the Executives series and our quarterly meditation sessions, we can engage our community in a virtual capacity. We also host in-person events like potlucks, costume parties, and other activities so that folks who want an in-office experience can socialize!

Recognition is a key piece of our engagement strategy, with several opportunities for employees to recognize each other and in turn get kudos for their hard work!



12

Engagement
Committee
Members

11

Company-wide
events hosted
in 2024

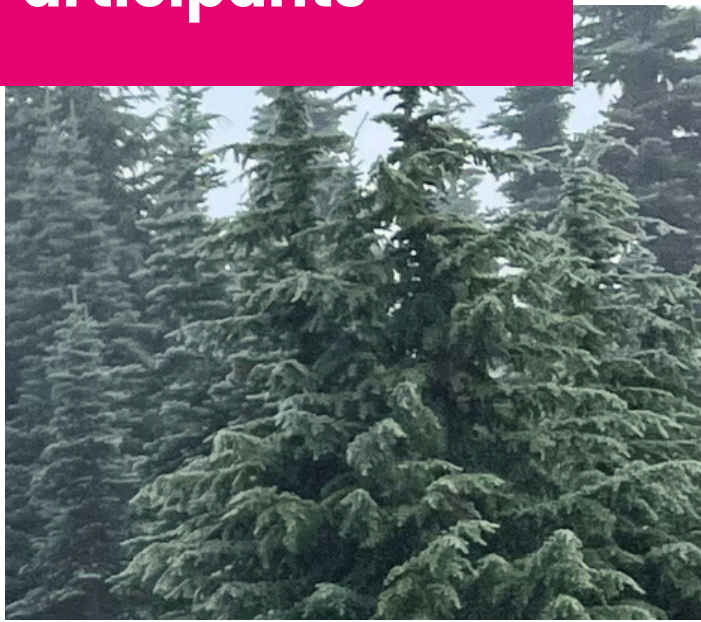
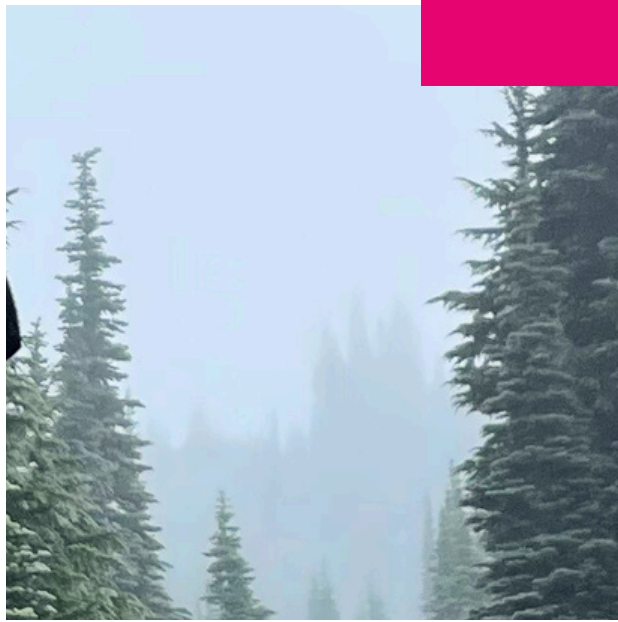
Snack Chats encourage employees to meet new people by providing a monthly stipend to network across departments and enhance business acumen. They provide opportunities to learn about each other’s roles, discuss business insights, build trust, and promote diversity and inclusion.

349

Snack Chat
Participants

263

Peer Recognition
Awards



engagement *survey*

You'll notice a lot of information in this report about our employees, and most of it comes from our internal engagement survey. Our Organizational Development team conducts two surveys (one at mid-year and one end-of-year) 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.

Key highlights:

- **Trust in Leadership:**
 - Executive Trust: There has been an 8% increase in trust towards the executive team.
 - Transparent Communication: Efforts to maintain transparent communication and decision-making have contributed to building trust within the organization.
- **Employee Net Promoter Score (eNPS):**
 - Improvement in eNPS: The eNPS increased by about 6 points to 29.7, indicating a positive trend in employee satisfaction and willingness to recommend the company as a great place to work.
 - Focus on Recognition: PG made strides in recognizing both back-end and front-line climbers in meaningful ways, contributing to overall employee satisfaction.
- **Diversity, Equity, and Inclusion (DEI):**
 - Positive Perception: 84% of climbers feel positive about the direction of DEI initiatives, and 94% believe PG's culture is inclusive for all people.
 - Initiatives and Visibility: The company has been successful in promoting DEI through leader selection and training, volunteer opportunities, and increased visibility for Employee Resource Groups (ERGs).

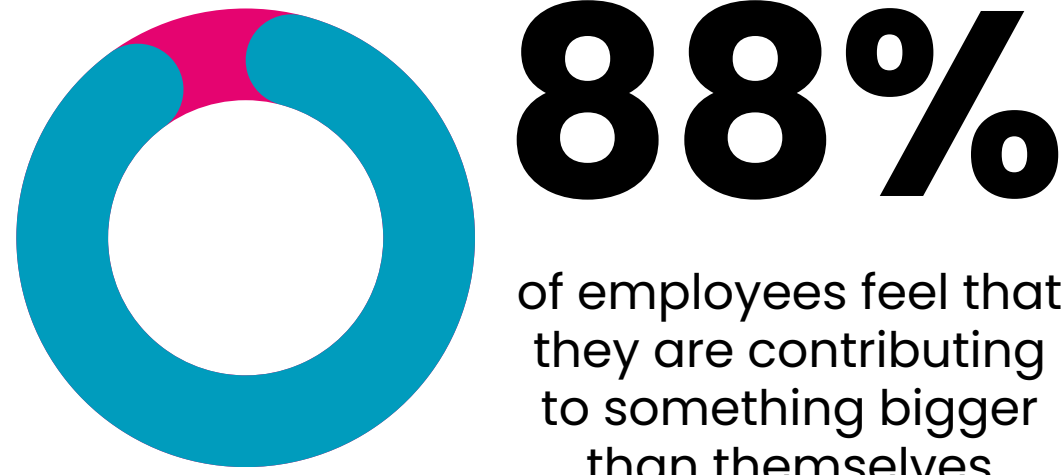
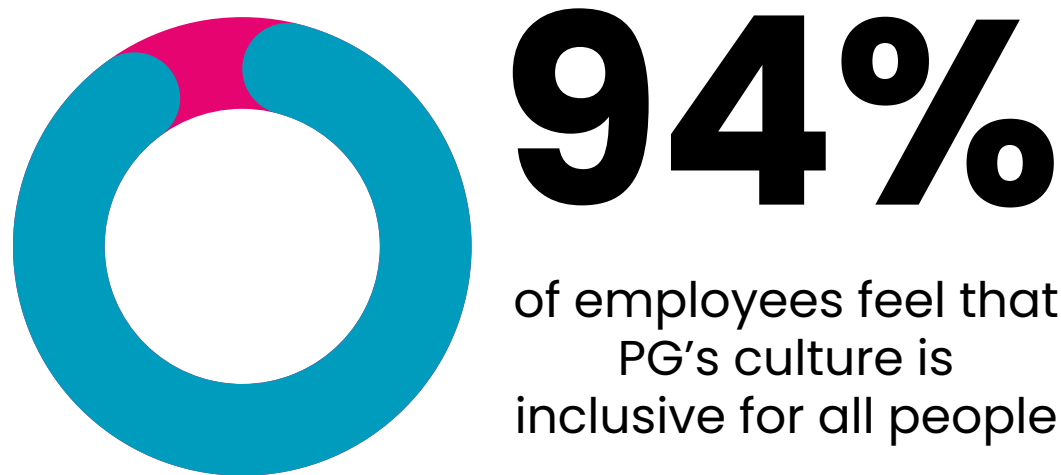
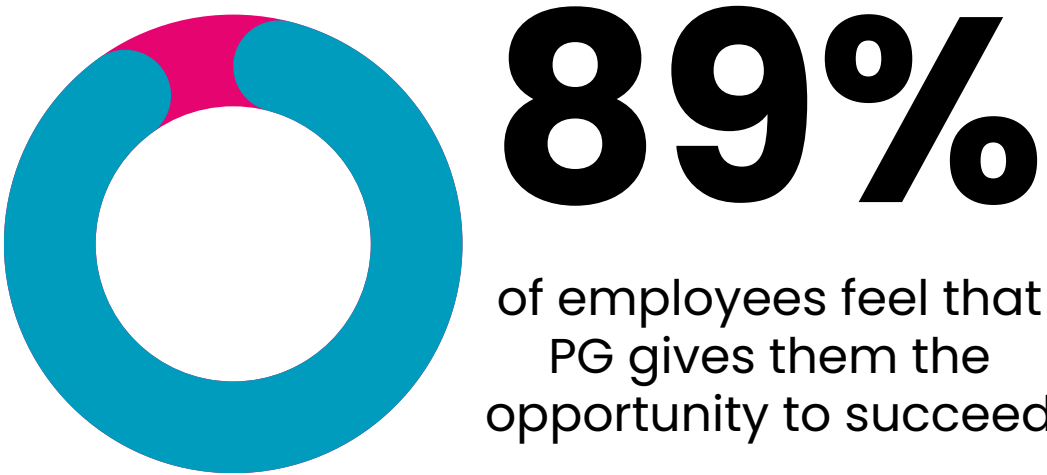
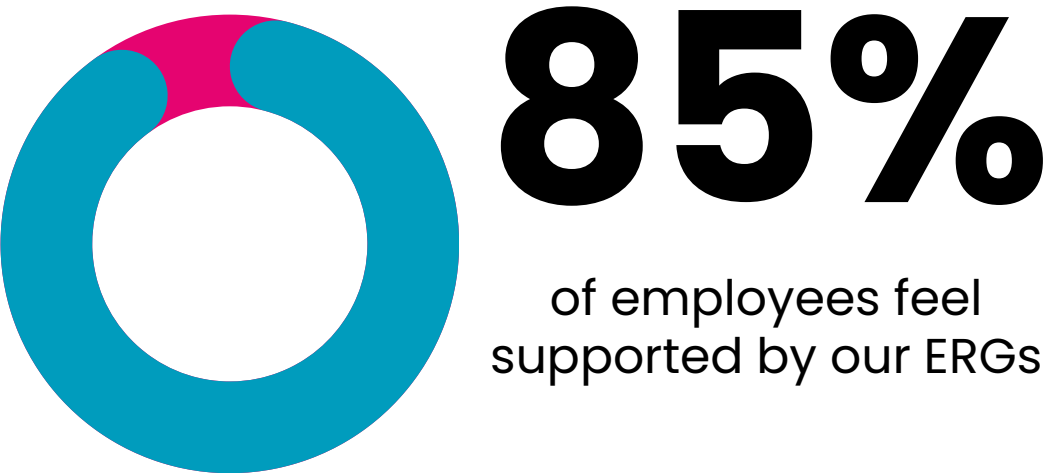


internal dei *impact*



We are firm in our commitment to diversity, equity, and inclusion as an expansion of our core mission: everyone deserves the opportunity to succeed. Our efforts span across three pillars of people, partners, and purpose, a theme you might notice reflected in the structure of this report.

Some of our internal initiatives include our podcast, The Fourth P, where we dive into our inclusion projects and hear from different corners of our community, as well as our 8 ERGs, who host events throughout the year.



Our Employee Resource Groups (ERGs)

- The Black Network
- Cultures Connected
- Health & Wellness
- Leading Ladies
- PG Christians
- PG Parents Team One
- Pride Alliance
- Veterans and Allies Leveraging Our Resources (V.A.L.O.R.)



partners



key *verticals*

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



highlights

**\$59
million**

Total PG Diverse Spend

Since our founding, PG has spent \$59,100,000 with diverse suppliers.

**BDR 34
members**

Billion Dollar Roundtable

We've supported solutions for 34 of the 42 current Billion Dollar Roundtable members.

**\$14
billion**

Payroll Diverse Spend

Our customers have earned more than \$14 billion in tier-one diversity spend since 2002.

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 offboarding, we holistically maintain each program, providing excellent customer service throughout.

We take pride in timeliness and accuracy, all while providing an exceptional experience to our contractors. Our support staff is just a phone call, text message, or email away, so our contractors know they're never alone!

97
clients with 10+
years of
partnership

541
payroll programs
supported in
2024



noteworthy *moments*

2024 brought a lot of great moments to our partnerships, but there are a few that stand above the rest!

pg pathfinder program launched



The PG Pathfinder Program is our supplier mentorship program that allows us to share our gifts with suppliers who are ready to make a big impact.

In 2024, we began a partnership with [HonorVet Technologies](#), a Michigan-based and Veteran-owned business. Our collaboration aligns with our shared mission: supporting veterans as they transition to civilian life, bringing their skills, resilience, and dedication to the workforce.

partnership with honorvet



IT project *services*

Our growing IT Project Services program supports some of the largest financial institutions in the country. We offer a wide range of high-quality solutions, from advisory and co-managed services to fixed-fee managed solutions and specialty talent programs, all designed to meet your unique needs.



60+
placements in
2024



supplier compliance *program*

Our supplier compliance program ensures seamless operations and peace of mind. **IC Compliance** guarantees proper classification and documentation for ICs, enabling business growth with confidence. The **Subvendor Operations** team supports suppliers by handling billing, monitoring payment cycles, and responding to inquiries, ensuring faster and more accurate payments.

Our step-by-step process includes:

- 1. Screening: Check suppliers to meet our standards
- 2. Initial Score: Give a preliminary compliance score
- 3. Clarification: Resolve any document issues
- 4. Collection: Gather necessary documents
- 5. Confirmation: Verify documents are correct
- 6. Create: Set up supplier profiles
- 7. Maintenance: Keep supplier info updated
- 8. Transition: Help suppliers join or leave smoothly

This comprehensive approach ensures that our suppliers are compliant and operations run smoothly, allowing our customers to focus on growing their business with confidence.

1850
invoices
processed

219
ICs vetted
annually



foreign national *talent management*

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

Our dedicated team of experts is here to support you in managing foreign national talent. Let us handle the complexities so you can focus on what matters most. Want to know more? Watch contractor Diego share his experience working with us!



2024
by the numbers

180

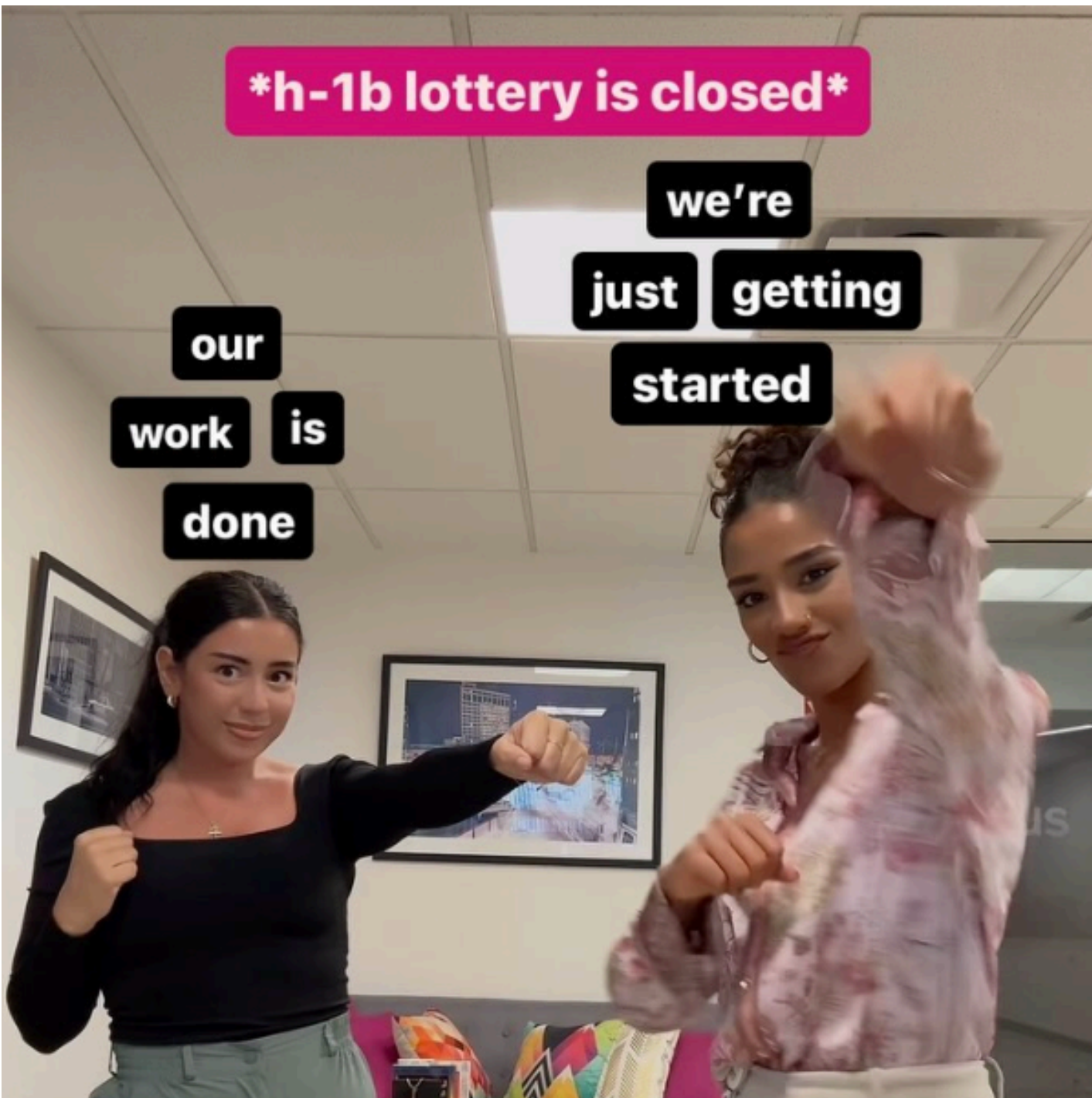
H-1B petitions
filed



#6

ranked #6 in the
state of Michigan
amongst the top
100 H-1B employers

99%
approval rating



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.

100%

MSP Contract
Renewal Rate

unity



Finding the perfect MSP partner can be tough, especially one that can provide 100% Tier 1 diversity spend. That's why Populus Group and Allegis Global Solutions created Unity—a simple, scalable, and creative diverse MSP solution. Unity offers strong program management, insightful reporting, strategic advisement, and enhanced MBE mentoring, along with targeted supplier management and diversity strategies.

Unity is designed to meet and exceed your diverse MSP goals, providing access to top-notch practices and continuous support to evolve your program year after year.

preferred msp partner to



esophris



populus *project*

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

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.



In 2024, we introduced a new strategic partnership with [Boys Hope Girls Hope Detroit](#) (now Hope Ignites) centered around community impact and support for underserved youth. Populus Group is committed to giving back to the communities where they live and work, aligning with Hope Ignite's mission to help capable and motivated youth reach their full potential. This partnership involves various forms of support, including donations, volunteer efforts, and participation in events like the Festival of Hope. Additionally, President Bobby Herrera sits on the Board of Directors. Populus Group's involvement is aimed at providing resources and opportunities for these young people, helping them succeed academically and personally.

seattle nativity *school*

Seattle Nativity School (SNS) serves kids who grew up with a little less, and we are honored to provide scholarships to help some of these kids on their journey to higher education. At our co-educational institution, with 15–20 students per grade, each student benefits from both classroom and personalized instruction tailored to their performance levels.

Additionally, Bobby frequently visits the classrooms to share engaging stories with the kids, each packed with valuable lessons.



26

**scholarships
provided since 2012**

code313 *detroit*

Code313 Detroit hosts volunteer events that provide equitable access to STEAM education for youth aged 7–17, with volunteers assisting in hands-on coding experiences, enrichment camps, and workshops. One notable event is the Meaningful Mathematics and STEM Showcase, where volunteers support students in presenting their innovative ideas and solutions to real-world problems.

Our employees volunteered at two events with Code313 in 2024, and spoke highly of the impact these experiences had upon them. These events bridge the digital divide and foster creativity, critical thinking, and problem-solving skills among participants, making volunteering with Code313 a rewarding opportunity to empower the next generation of innovators. This aligns with the Populus Group's commitment to serve underprivileged youth, ensuring they have the resources and opportunities to succeed.



sustainability

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. In 2024, PG also participated in our first-ever **EcoVadis** sustainability survey. Our score showed areas for improvement and we take this challenge head on with a goal to surpass our score YoY.

58

EcoVadis Survey
Score for 2024

4-step sustainability approach



1

Energy Efficiency: Save office energy with timed lighting that turns off after 10 minutes of inactivity. In areas without this feature, manually turn off lights and devices when not in use.

2

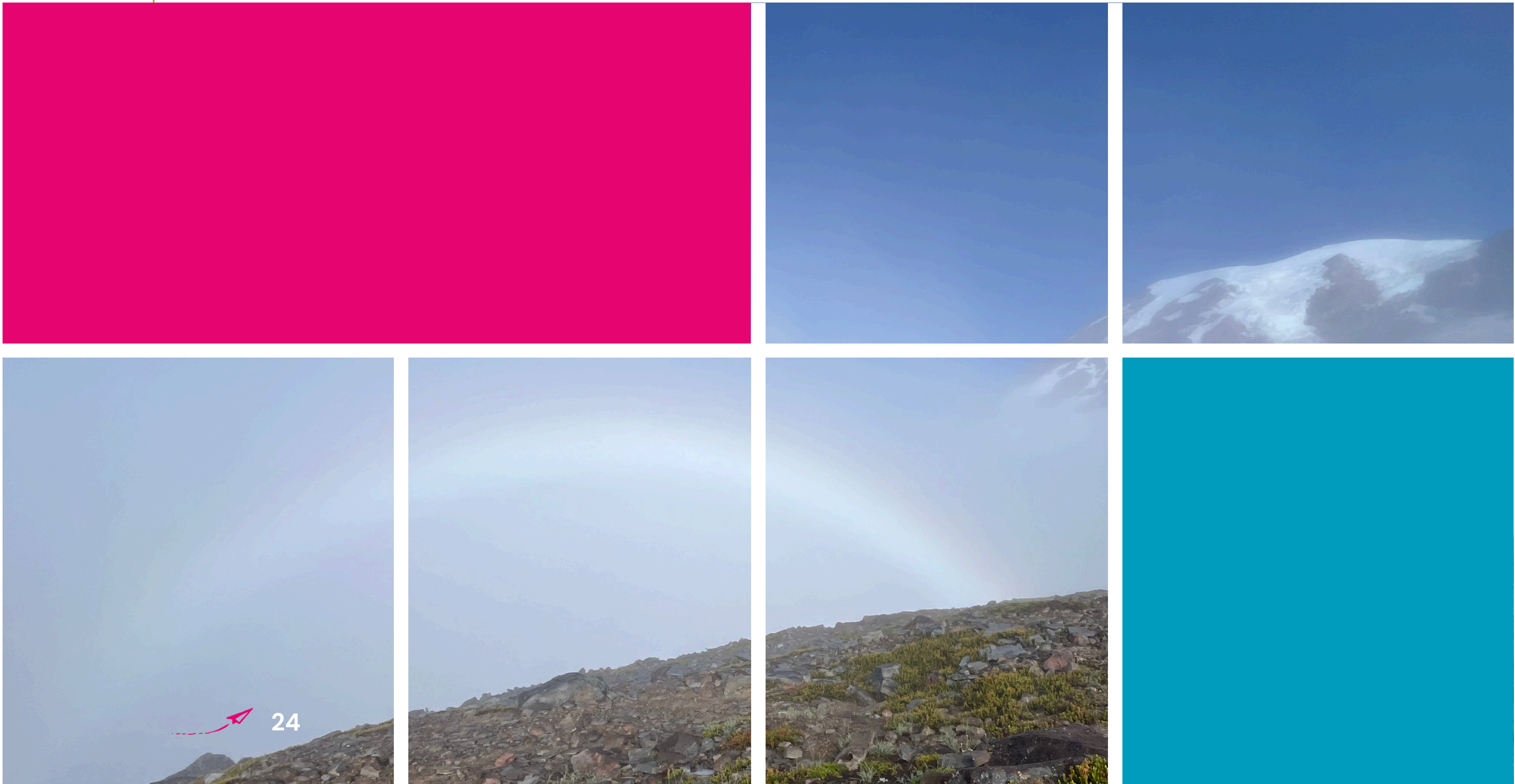
Paper Reduction: Encourage a paperless office by using digital communication and filing. If printing is needed, go for double-sided and draft mode to save paper and ink.

3

Recycling Conservation: Place labeled recycling bins in the kitchen and conference room for paper, plastic, and cardboard. Recycle plastic bottles and provide water dispensers for refilling reusable containers.

4

Transportation: Reduce emissions by keeping our remote-first work setup and using virtual meetings instead of travel when it makes sense.



governance

legal, risk, and compliance

Our in-house legal, risk, and compliance experts audit new hires and I-9s to ensure adherence to state and federal regulations. They research changes in state and federal laws and assess their impact on current and future PG business and profitability. Additionally, they ensure compliant onboarding of our foreign national colleagues and timely management of their VISA renewals.

At PG, we take transparency and governance seriously. Our commitment to these principles ensures that all our operations are conducted with the highest level of integrity and accountability. We strive to maintain open communication and uphold the highest standards of ethical conduct, fostering trust and confidence among our stakeholders.





thank you!

We hope you enjoyed this peek into what we do and look forward to another year as a community that continues to climb as one.

Pictured above: our 2024 Rainier Climbers. In order from left to right: Austin McCool, Joe Vizzaccero, Taniesha Thomas, Sarah Kielinen, Emily Saitta, Anna Neuheardt.

Photo by: Bobby Herrera



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