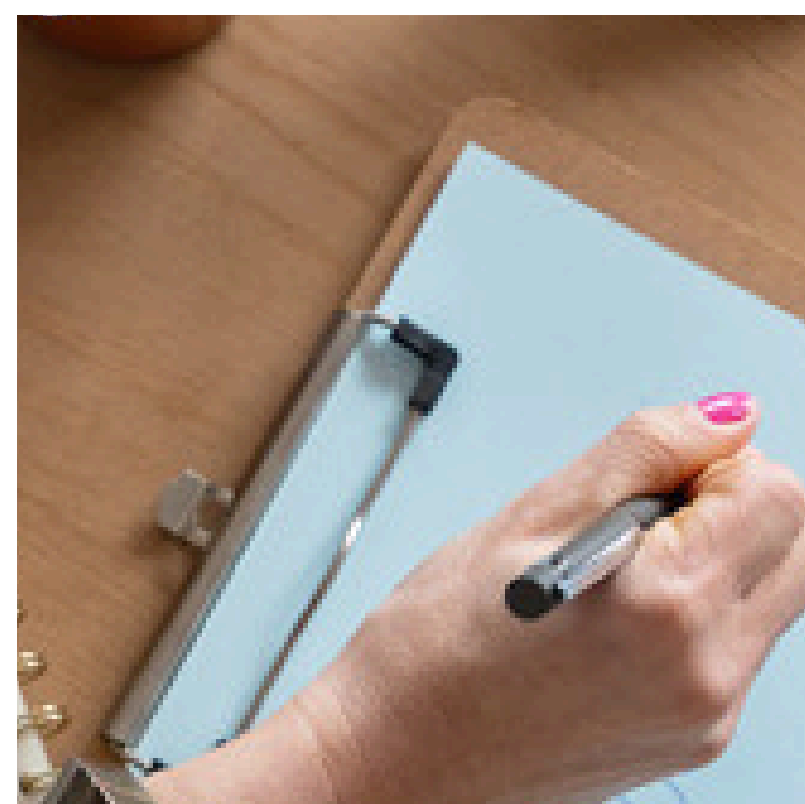
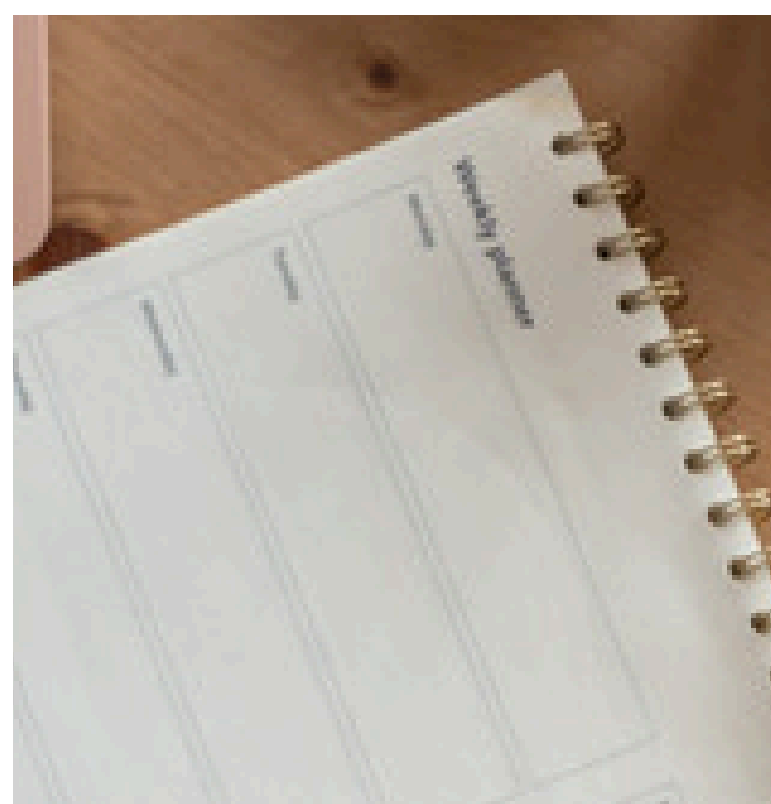
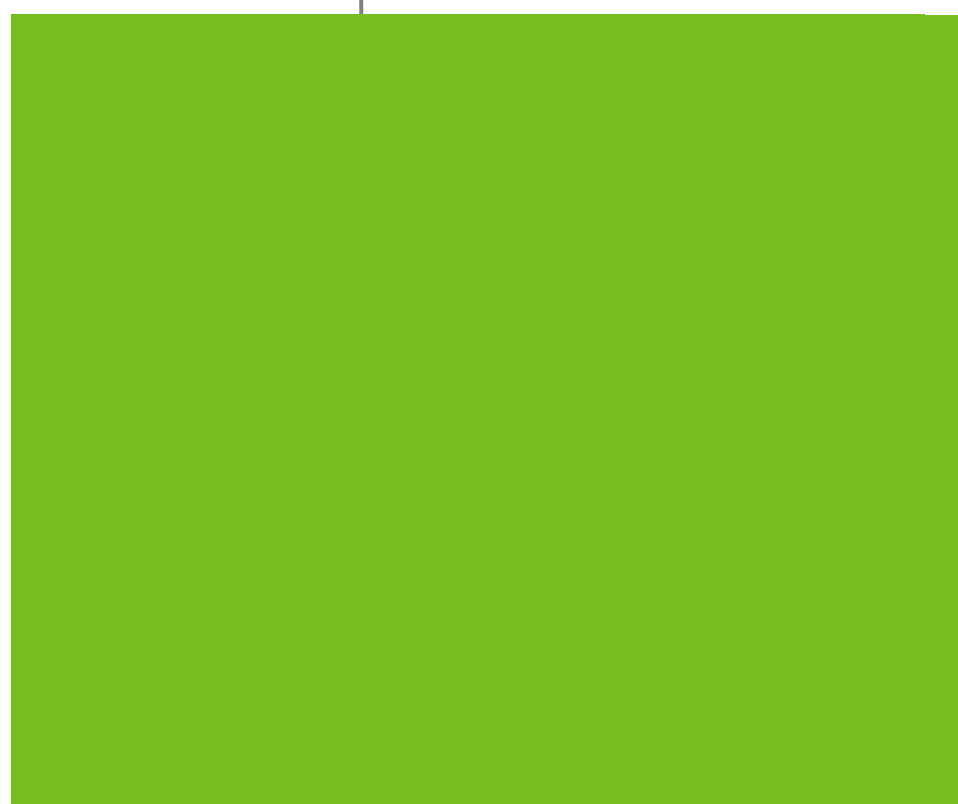
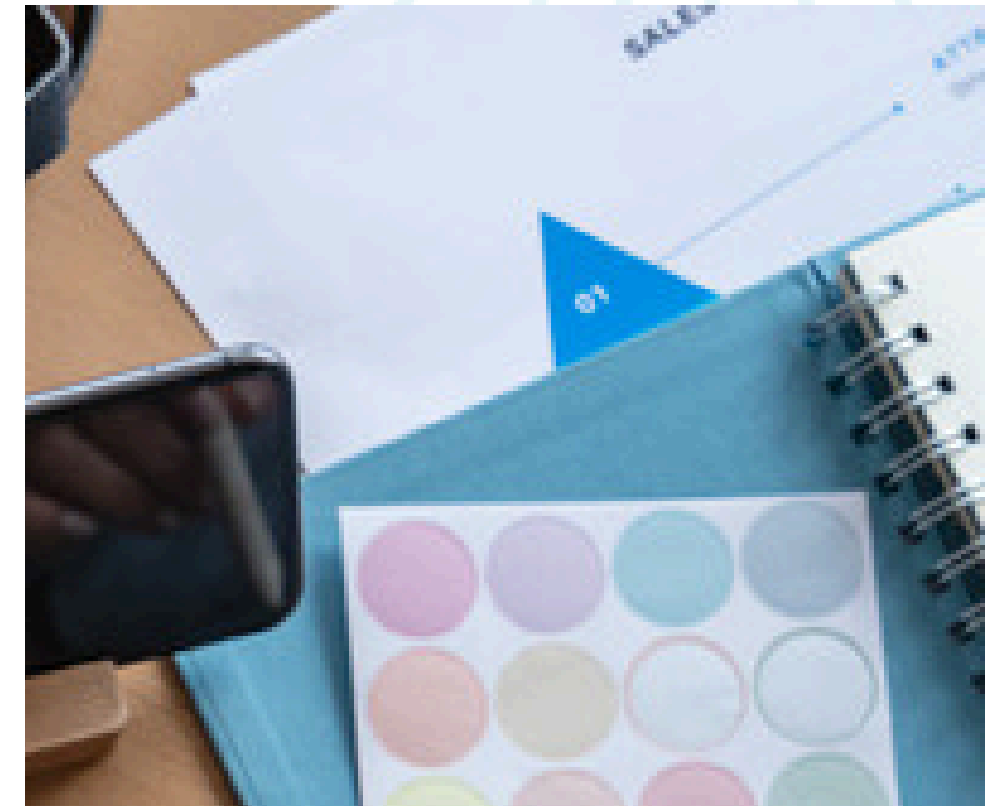


2025

impact report

*become the
partner of choice*



about pg

a letter from the president

Hola amigos of the PG Community!

Although 2025 introduced many challenges, Populus Group's (PG) purpose to unapologetically live our belief that **Everyone Deserves the Opportunity to Succeed** remained unfazed. To the contrary — the clarity we have around our purpose strengthened and we're committed to continuing this trend.

We are proud to share the stories and data you'll find in our 2025 Impact Report. Embedded in these stories is the spirit of gratitude our community shares for the trust that our clients, contractors, employees, and partners extend to us every day. Trust is the most important metric we measure, and we'll never take it for granted.

As I reflect on 2025, I beam with pride that we continue to **Climb as One** year over year. A highlight for our community in 2025 was record employee engagement scores! A shining example of our employees, I call them Climbers, living our purpose. This translated into exceptional service for our valued clients and contractors as we marked a 3rd consecutive year of NPS scores that are more than three times our industry average.

As we continue to progress to the next level, we humbly share our economic impact and community efforts. For those of you who know us well, you have come to learn that 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**. Regardless of the complex staffing problems we guide you to solve, these values guide everything we do. They reflect who we are as an organization and how we remain consistent amongst the ever-changing business landscape.

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

With Gratitude,



bobby herrera

President, Populus Group





table of *contents*

introduction

- who we are & our annual rally cry
- pg timeline
- awards & certifications
- pg speaks & event sponsorship
- social media & blog presence

people

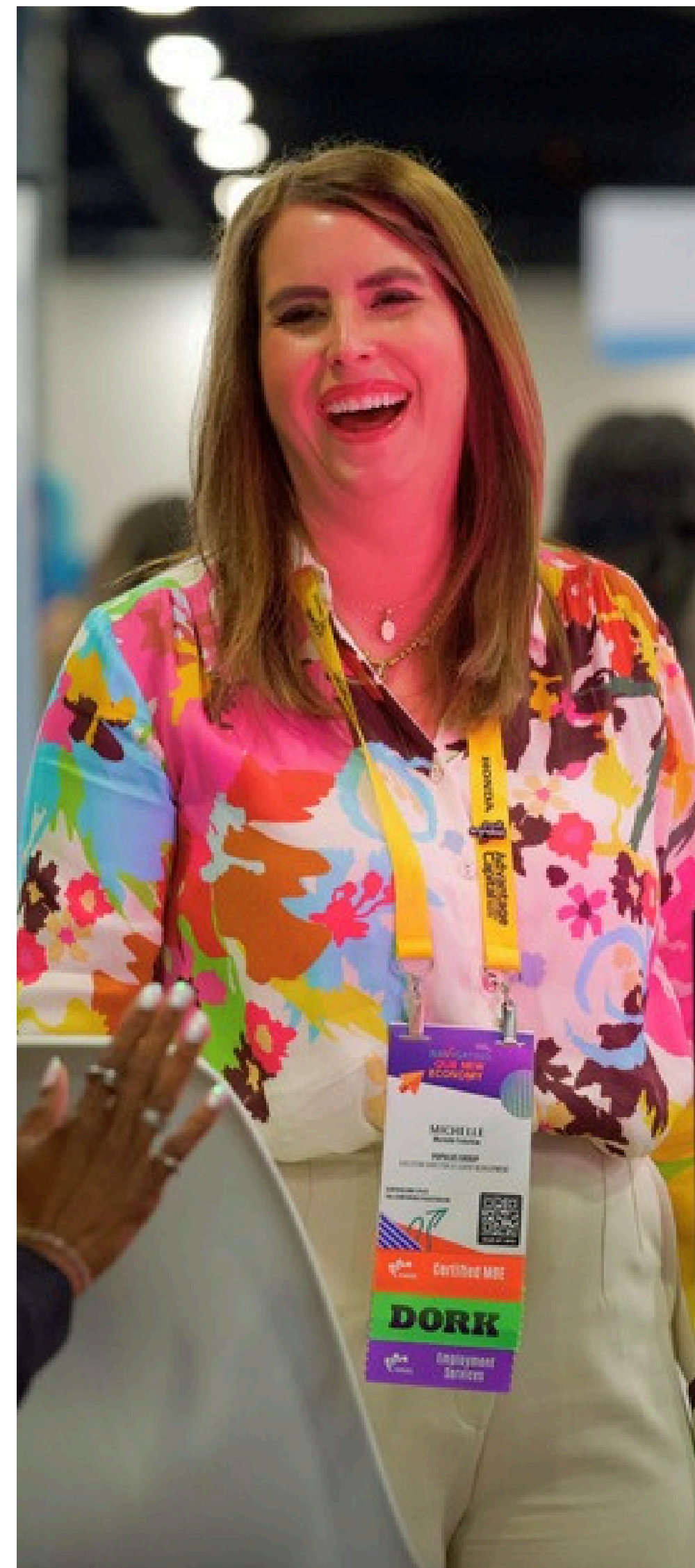
- meet our executive team & compass award
- employee development
- employee engagement
- employee survey
- standout moments

partners

- key verticals
- service lines & payroll services
- noteworthy moments
- supplier compliance program
- foreign national talent management
- msp services & unity

purpose

- populus project
- hope ignites detroit
- seattle nativity school
- code313 detroit
- sustainability
- governance



People:
Our internal
community

Partners:
Our external
community

Purpose:
Our community
impact

who we are

Populus is Latin for **people**, and since 2002 we've 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.

our annual *rally cry*

\$2.9B

Managed Spend

\$667M

Revenue

Each year, after receiving community input, our Executive Team selects a main theme for us to rally around. In 2025, our focus was to **Become the Partner of Choice** to our clients, our contractors, and our internal ecosystem. We worked toward this shared goal by intentionally listening and acting on contractor feedback through extensive surveying, investing in more consistent communication and onboarding experiences, and elevating our service model through training, technology improvements, and a clearly defined approach that built trust and differentiation.



60.2

customer NPS score
industry avg. 43

We're proud to see our efforts to become the partner of choice reflected in our annual Net Promoter Score collected through our Voice of the Customer Survey.

pg timeline



2002

Founded in Detroit, Michigan

2006

Launched Foreign National Talent & MSP Programs

2008

Took our first hike up Mt. Rainier

2012

Gave our first scholarship through Populus Project

2022

PG celebrates 20 years as a company!

2023

Launched IT Project Services

2024

Launched the PG Pathfinder Program

awards & certifications

Our organization is proud to highlight our recent achievements, including our Top Places to Work recognitions from both The Detroit Free Press and USA Today.

In 2025, we were also honored by our partners at Omnia with their Bronze Partnership Excellence Award.



certifications



Our certifications include the National Minority Supplier Development Council and the National Veteran Business Development Council. A new addition to our certifications in 2025 was the National Veteran Owned Business Association.

Additional certifications include the California Public Utilities Council, the States of Missouri, Tennessee, and Virginia, and the City of Richmond, VA.

pg speaks *industry events*

6

total speaking
engagements

2025 Event Sponsorships:

- NMSDC
- MMPC
- SIA CWS Summit North America
- ProcureCon Contingent Staffing
- NVBDC
- Naperville Area Chamber of Commerce

NMSDC

National Minority Supplier Development Council Annual Conference

NVBDC

National Veteran Business Development Council Annual Conference

USPAACC

Southeast Annual Business Summit



noteworthy moment

We're still inspired by the insights Taniesha Thomas, our Head of Marketplace Inclusion, shared during her session at NMSDC — **5 Reasons Every Business Benefits from Mentorship in the 2026 Economy, Making Purpose Come to Life.**

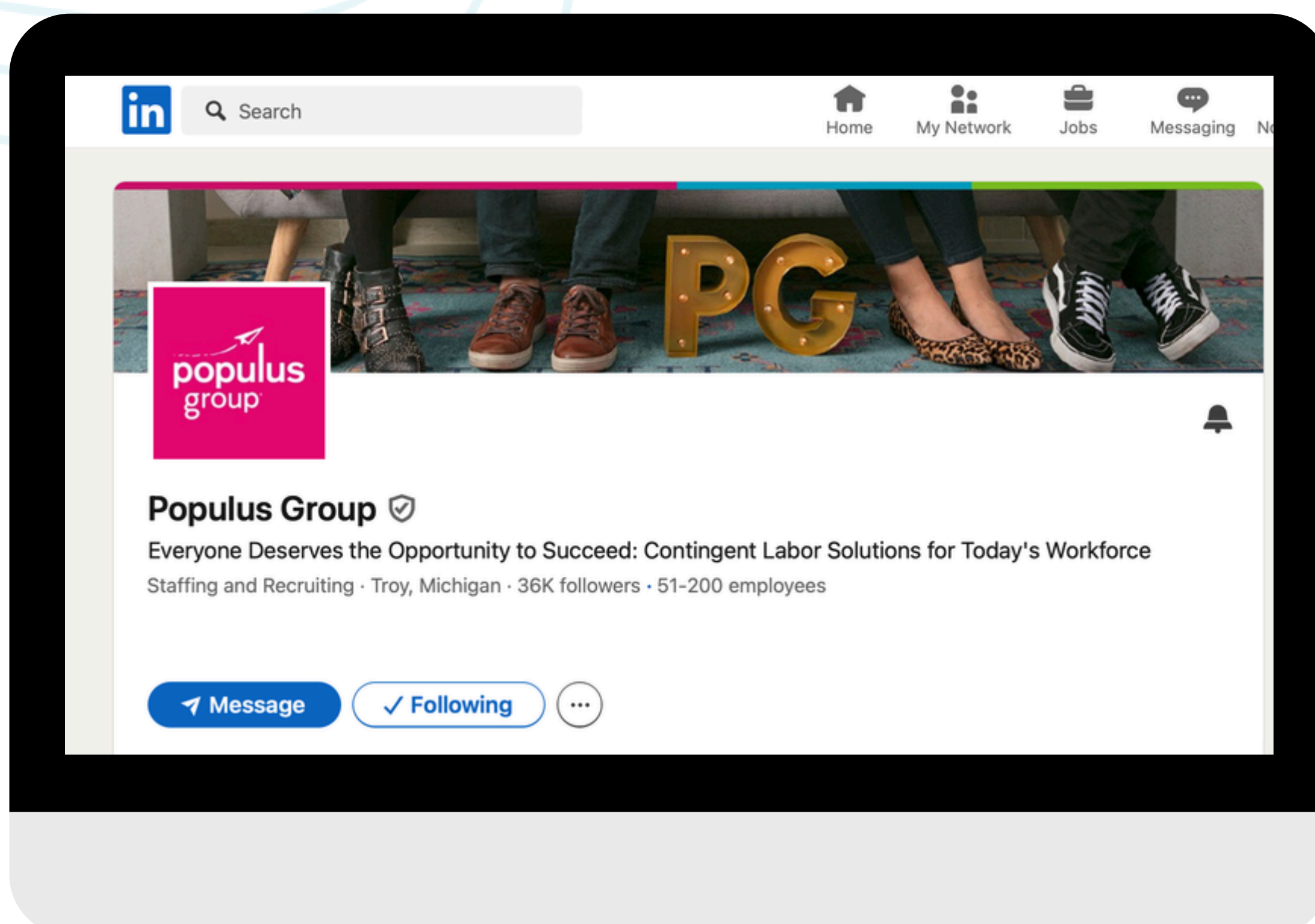
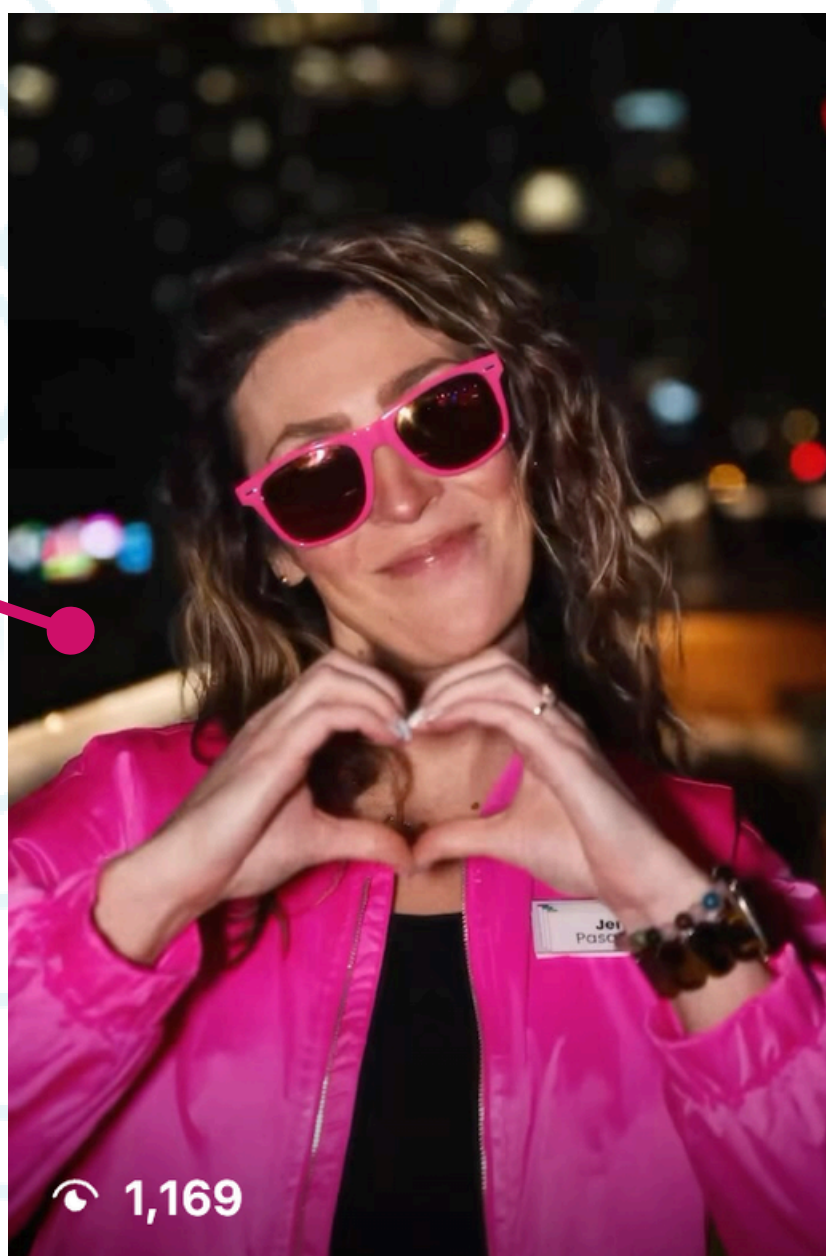


social media & blog *presence*

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!

*top
reels*



followers by
channel



38k
linkedin



516
instagram



788
facebook

top blog posts

2025

Read an excerpt from our top blog post of the year and check out some of the other exciting content from the [PG Blog](#)!

#1. 2025 H-1B Cap Lottery: 3 Key Insights You Need to Know

Our top blog post of 2025 helped employers and foreign national candidates prepare for another H-1B cap season with clear, timely guidance. The post broke down key updates, including the fiscal year 2026 registration timeline, potential impacts of the new administration, increased registration fees, USCIS audit expectations, and why prevailing wage matters for H-1B filings.

By making a complex process easier to understand, this blog supported our Foreign National Talent audience with practical information during one of the most important times of the year. It also reinforced the importance of planning ahead, staying informed, and working with a trusted partner who understands the details behind the process.

1**2****3**

#PGProfiles

**anthony
bersine**

visit blog.populusgroup.com
to read more!



Exploring



meet our *executive team*

Our executive team brings together deep expertise across workforce solutions, compliance, payroll, and talent management to ensure Populus Group delivers smart, people-first solutions. They are focused on creating exceptional experiences — for the businesses we support and the people who power them.



Bobby Herrera
Founder & President



Lori Blakey
VP of Delivery



Ed Herrera
VP of MSP



Mario Lambert
VP of Sales



Jim Mann
CFO

compass *award*

17
current compass
crew members

Our Compass Award is an internal recognition that is only awarded to employees who go above and beyond to demonstrate our company culture which stands on three pillars:

- Give > take
- Go off the beaten path
- Speak from the heart

congrats, renee!

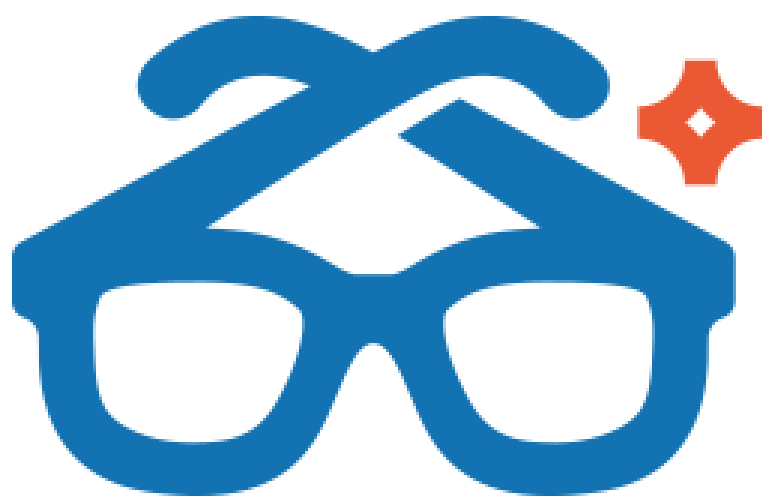
In 2025, we recognized **Renee Peace** as our Compass Award recipient!



employee *development*

266
total internal
employees

We take developing our employees seriously, and offer opportunities through our learning systems and beyond. In 2025, we saw the amount of training funds used nearly triple. Our suite of programs includes Degreed, Cornerstone, Korn Ferry, and Udemy, and we allow employees to pursue opportunities that align with their professional goals.



Degreed



Cornerstone



Korn Ferry



Udemy



In addition to the professional training and development offerings that our employees can access, we also encourage them to pursue formal degrees that align with their professional goals.

\$41k
training
funds used

\$23k
tuition
reimbursement

employee *engagement*

Employee engagement is rooted in connection, inclusion, and recognition. Employees have multiple opportunities to engage with leaders, build meaningful relationships, and celebrate one another’s contributions across the organization. Our **Engagement Committee** plays a key role in fostering these connections by creating consistent, accessible opportunities for engagement that align with PG’s purpose, values, and key initiatives.

Throughout the year, we facilitate both virtual and in-person experiences designed to bring our community together. Initiatives such as our Team Feud series and quarterly meditation sessions enable employees to engage across geographies, while in-person events — including potlucks, costume days, and other gatherings — support organic connection for those seeking an in-office experience. We also host Snack Chats, basically a monthly lunch on us, so that our employees can meet new people, network across departments, and enhance business acumen.



14

Engagement Committee Members

37

Company-wide events hosted in 2025

Our internal peer recognition award, which we lovingly call a Climber 2 Climber award, is an opportunity for employees to give kudos, a gift card, and recognition around our internal community.

194

Peer Recognition Awards



engagement *survey*

91%

of employees feel that they are contributing to something bigger than themselves

+3% from 2024

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.

highlights

- **Developed new recognition opportunity with Trailblazer Spotlight**
 - Through discussion and teamwork by our Engagement Committee members, we developed a new recognition opportunity for back-end support and mid-level managers.
- **Continued improvement on employee engagement scores**
 - At PG, we make employee engagement a foundational part of how we gauge the success of our company culture. With the constant evolution of how we work in the digital age, we are always looking for new and improved ways to connect, collaborate and make a positive impact in the communities where we live and work.



83

engagement survey
trust score

+6% from 2024

92%

of employees feel their
thoughts and opinions are
valued at PG

94%

of employees feel
engaged at work

+5% from 2024

standout *moments!*

Bring Your Kid to Work Day

From writing letters to our veterans and playing chess, to laughing with friends, doodling on whiteboards, and even a visit from the [Troy Fire Department](#) — BYKTWD is an event we always look forward to!



Bakesgiving

PG has a big group of foodies in our midst, and it's no surprise we get together to share our love of good eats. Our Lombard office hosted a **"Bakesgiving"** last year and it was all smiles, sweet treats, and a couple of well-earned wins for our employees.



partners

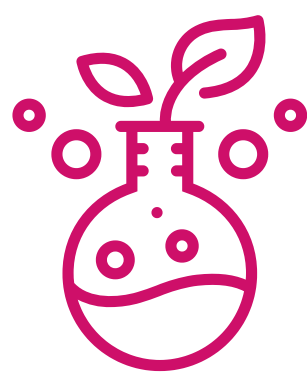


key *verticals*

While we serve clients across a wide range of industries, there are **6 key areas** our business supports.



Technology



Life Sciences



Energy



Finance



Insurance



Retail

In 2025, we made a concerted effort to grow our partners in the energy and life sciences areas. Additionally, we’ve positioned ourselves through our IT Project Services team to provide broader depth to our customers in the technology sector.

\$57M

Tier-Two Inclusive Spend

PG spent more than \$57 million in tier-two spend with inclusive supplier network in 2025.

**34
members**

Billion Dollar Roundtable Members



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

\$2.6B

Payroll Inclusive Spend

Customers spent more than \$2.6 billion in tier-one inclusive spend with us in 2025.



service *lines*



**Foreign National
Talent Management**



**Payroll/Employer of
Record**



**Staffing &
Recruiting**



**Managed Service
Provider**



**Independent
Contractor Compliance**



IT Project Services



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!

12.7k

total contractors
paid in 2025

208

payroll programs
supported in 2025

1.1 hour

average response
time to contractor
support tickets

noteworthy *moments*



PG Pathfinder Program

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

In 2025 we graduated 10 members of our inaugural cohort and welcomed our pitch competition winner, Andrea Brenholz from ATR international, at NMSDC.



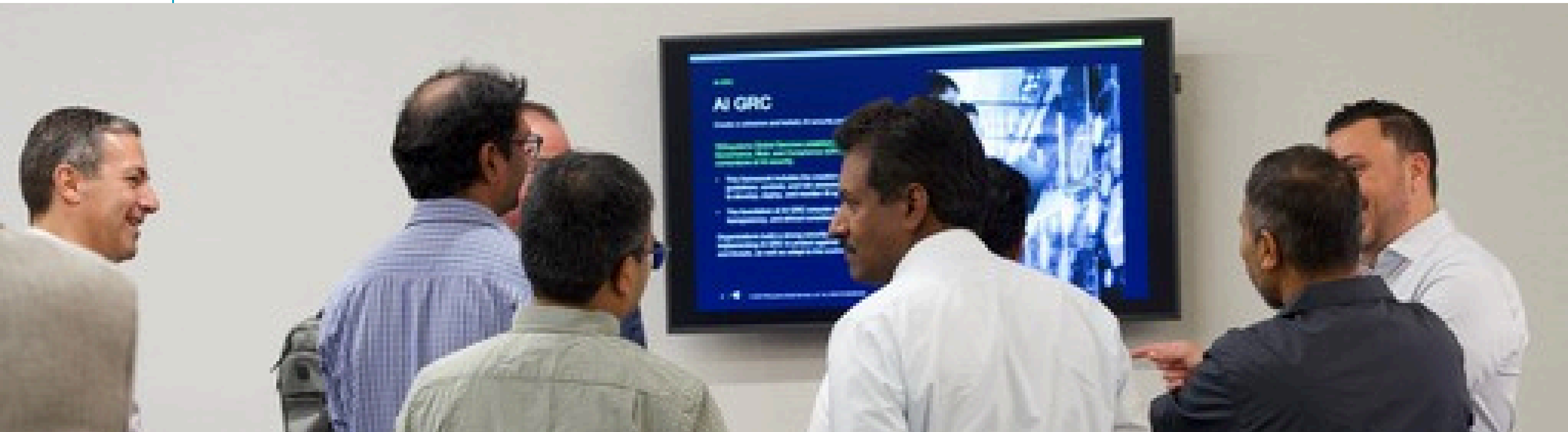
congrats, andrea!

IT Project Services

Our IT Project Services offering supports innovation and modernization efforts, mainly across the energy and financial sectors. In 2025, we engaged nearly 150 contractors throughout the year, delivering targeted expertise aligned to client needs.

More than 60% of our IT project workforce identified as diverse, reinforcing our commitment to inclusive talent solutions. We also launched an upskilling program designed to strengthen a diverse and veteran-inclusive technology workforce and help address the midlevel talent gap facing today's organizations.





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.

253

ICs vetted in 2025

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. We thrive on handling the complexities so that contractors and clients can focus on what matters most.



managed service *provider*

Our MSP team helps customers control contingent labor costs by enabling total talent management strategies that streamline how work is sourced and managed across their external workforce. We deliver consolidated processes and clear program visibility, helping organizations advance inclusive workforce practices and responsible spend outcomes



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.

unity

Unity is a purpose-built MSP solution jointly created by PG and Allegis Global Solutions to transform how organizations manage their extended workforce. It combines PG’s community-rooted, high-touch approach with AGS’s global scale and operational expertise to deliver centralized governance, measurable outcomes, and meaningful economic impact

Unity supports the full extended workforce lifecycle, including staff augmentation, contractors, consultants, SOW engagements, and direct sourcing. The model is consultative and data-driven, designed to scale as workforce needs evolve while maintaining compliance, visibility, and accountability.



Key value pillars include

- Centralized program structure for oversight, compliance and risk mitigation
- Workforce intelligence and analytics, from cost analysis to performance metrics
- Tailored program design aligned to business goals, culture and talent strategy
- Supplier development and mentorship focused on economic and community impact



\$1.8B

unity overall lifetime
program spend

500+

overall suppliers in our msp
program including unity



esoppor



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.

Memorial Day Flag Event

Many of our employees took time to honor fallen service members by placing flags at [Great Lakes National Cemetery](#). We're grateful to have participated in both the flag planting and the respectful flag pickup, remembering those who gave everything for our freedom.



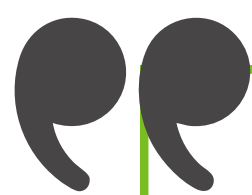
Volunteers of America

Our teams teamed up with the [Volunteers of America Michigan](#) and their Detroit Veterans Housing Program for a day of service in Detroit. From clearing trash and cleaning outdoor spaces to organizing the pantry, the work was hands-on and heart-filled.



Feed My Starving Children

Our Arizona employees volunteered with [Feed My Starving Children](#), helping pack nearly 40,000 meals for children around the world. Their efforts contributed to 184 boxes of meals and helped provide daily meals for 109 children for an entire year.



"This morning was truly time well spent! I had the opportunity to volunteer at Feed My Starving Children organization. Together, our team packed nearly 40,000 life-changing meals destined for starving children worldwide. It was a productive and fulfilling morning."

populus *project*

Operation Commissary

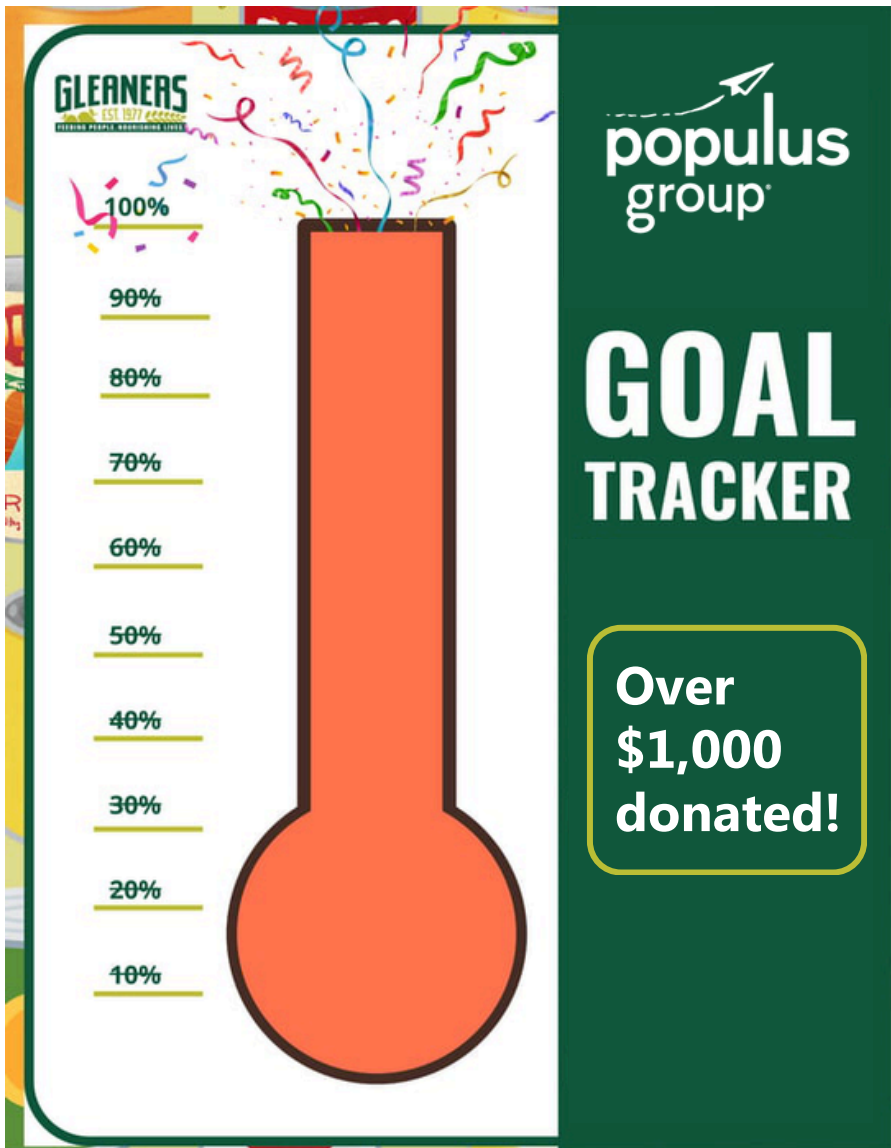
At our 2025 Climber Summit, our employees packed more than 500 meal bags for veterans experiencing short-term food needs through [Operation Commissary](#). This effort gave our team a hands-on way to support veterans in a practical, immediate way while living out our commitment to serve beyond the workplace.

500+
meal bags packed for
veterans with short-
term food needs



Operation Gratitude

At our 2025 Bring Your Kid to Work Day, our employees and their kids took time to color pictures and write letters for veterans and service members through [Operation Gratitude](#). It was a meaningful way for them to share encouragement, practice gratitude, and show appreciation for those who serve.



\$1k+
donated in food
drive to support
Michigan families

Gleaners Food Drive

In response to our community's Give > Take spirit, we sponsored a virtual food drive in partnership with [Gleaners Community Food Bank](#), raising over \$1,000 to help support families in Michigan with access to nutritious meals.

hope *ignites*



In 2025, we continued building on our partnership with [Hope Ignites Detroit](#) with a focus on community impact and support for underserved youth. Populus Group is committed to giving back in the communities where our climbers live and work, aligned with Hope Ignites’ mission to help capable and motivated youth reach their full potential.



Throughout the year, we supported the organization through donations, volunteer efforts, and participation in moments like the **Festival of Hope, Walk to Hope step challenges**, and **ongoing scholar support**. President Bobby Herrera and our Head of Inclusion Taniesha Thomas continue to serve on the Hope Ignites Board, helping strengthen the connection between opportunity, resources, and long-term outcomes for these young people.



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*

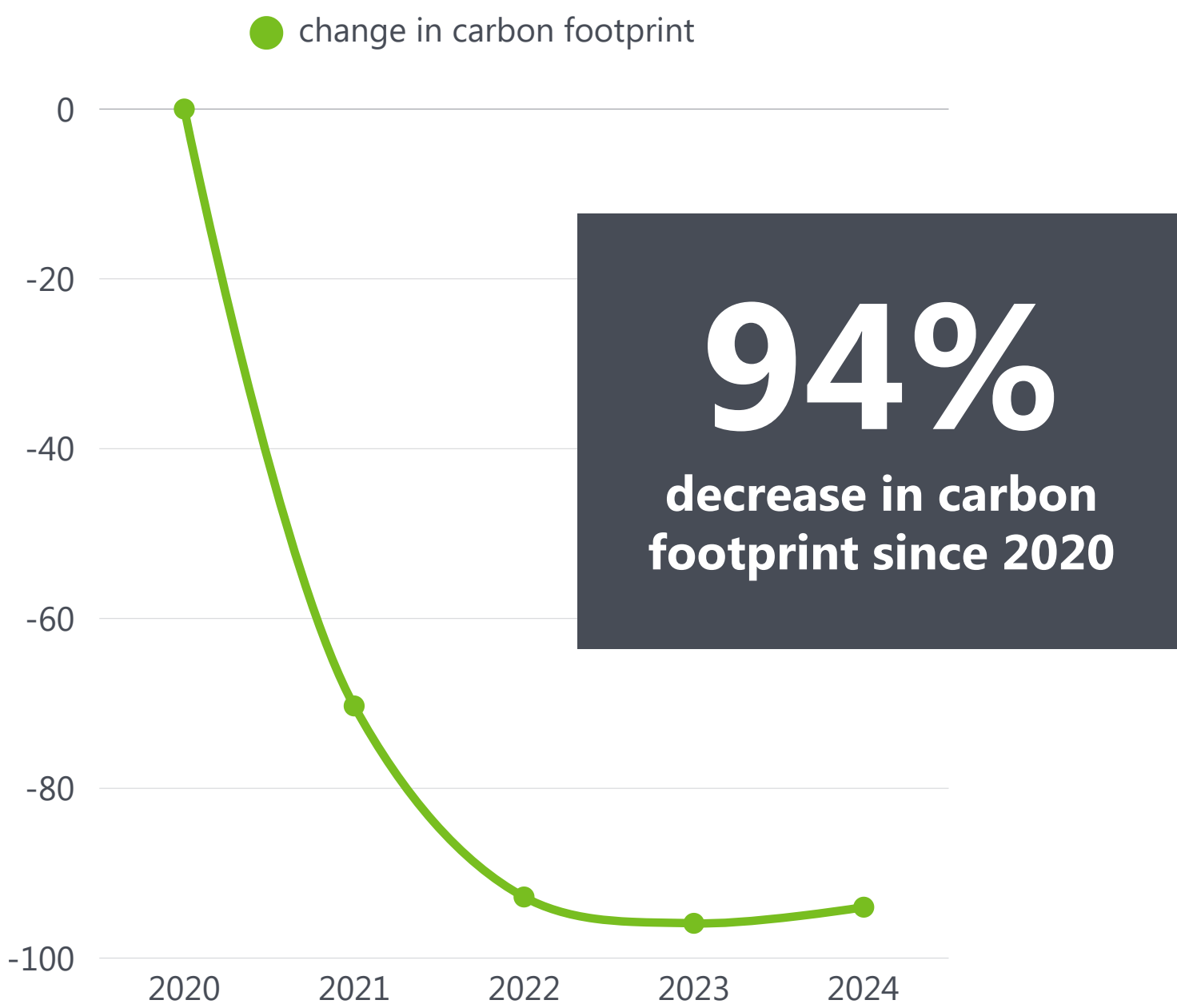
[Code313 Detroit](#) hosts volunteer events that provide equitable access to STEAM education for youth aged 7-17, with volunteers assisting in hands-on coding experiences, enrichment camps, and workshops. These events bridge the digital divide and foster creativity, critical thinking, and problem-solving 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.

"I had an amazing time volunteering with Code 313 STEM," shared PG volunteer Madonna Trowell. "On my first day, I helped assemble and test basketball drones to make sure they were ready for the students, and on the second day, I assisted with registering over 1,000 students and their schools. I also had the opportunity to see several science projects created by the students, which was really inspiring. It was an incredibly rewarding experience and it was great to see so many young people excited about STEM. I truly enjoyed being part of something so impactful and would absolutely volunteer again."



sustainability

At Populus Group, our approach to sustainability focuses on practical actions that support our employees, contractors, partners, and clients. We’re continuing to evolve our efforts year over year, and last year we collaborated with one of our pillar accounts to conduct an internal carbon footprint audit. This showed that we’ve had a 94% decrease in our carbon footprint since 2020. This data is aiding in our assessment work and future sustainability planning.



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 support compliance with state and federal regulations. They monitor regulatory changes and assess impact to PG, and they help ensure compliant onboarding and ongoing visa management for our foreign national colleagues.

Additionally, in 2025 we completed a **SOC II Type 2** audit. This report confirms that we have established and consistently maintain controls to safeguard client data, reduce risk, and enable secure workforce operations. As a recognized expectation in highly regulated industries, this achievement strengthens our credibility, expands access to new opportunities, and provides our clients with greater confidence in partnering with us.



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.



248-712-7900



Corporate Headquarters
3001 West Big Beaver Road | Suite 608
Troy, MI 48084



<https://www.populusgroup.com>