

# Delivering Scalable, Compliant Talent Solutions for a Global 100 Tech Leader

## Client Overview

A U.S.-based Global 100 technology leader with 70,000+ employees across 150+ offices worldwide partnered with Crawford Group to deliver a high-performing embedded team. Our team supported integrated marketing initiatives and executed global customer events, including a hybrid annual user conference attended by over 20,000 participants.

## Project Scope and Objectives:

The client issued an RFP for a multi-year managed talent solution to address:

- Sustained continuity of global event operations and high-impact marketing functions.
- The need for scalable, cross-functional support spanning 18 internal departments and external partners.
- Rapid onboarding into distinct internal processes.
- Talent attrition and inconsistent vendor performance.
- Employment compliance and co-employment risk.

39

Global Events  
Scaled

20,000

Attendees at  
Flagship Event

# Crawford Group's Solution

## Strategic Talent Model

Crawford Group partnered with the client to design and implement a three-pronged solution centered on our Embedded Team model, establishing a centralized management hub that aligned with their digital transformation goals.

We sourced and activated three complementary expert teams:

**Team One:** Integrated Marketing (digital, content, SEO/SEM, social, paid media, sales enablement, martech)

**Team Two:** Program Management (project leadership and martech expertise across 21 platforms)

**Team Three:** Event Management (global event logistics, sponsorship, audience engagement, segmentation)



## Transition Problems & Mitigation

### Challenge 1: Hidden Compliance Risk

After the contract was awarded, Crawford Group discovered that many existing vendor resources were 1099 contractors, posing compliance and co-employment risks. This was not evident until W-2 offers were extended.

### Response

Crawford Group swiftly addressed compliance risks by offering competitive W-2 packages with strong pay, benefits, and incentives, resulting in 100% talent retention and uninterrupted service.

### Challenge 2: Compensation Demands Beyond Budget

Several team members, who had previously worked with the previous vendor, requested compensation increases that exceeded the client's approved budget.

### Response

Crawford Group worked with the client to find budget flexibility, restructuring roles to boost efficiency, stay on budget, and retain top talent without sacrificing quality.

### Challenge 3: Tight Onboarding Timeline Across Multiple Teams

The engagement required building and onboarding two new teams within a 30-day period.

### Response

Crawford Group activated a rapid recruitment campaign leveraging its pre-qualified talent network. The result was the successful onboarding of 25 resources across three teams within the required timeline. Two-thirds of the talent had over 15 years of experience, ensuring immediate impact.

# Key Outcomes

## Business Continuity

Seamless transition of **25** resources without service disruption

## Compliance Assurance

**100%** of talent now operates as Crawford Group W-2 employees

## Diverse Talent Pipeline

Ongoing delivery of a team with **varied backgrounds** and expertise

## Scalability

Delivered strategy and execution across **39** global events and a flagship hybrid user conference

## Workflow Efficiency

**Streamlined** operations, reduced handoffs, and eliminated outsourcing

## Budget Control

Delivered all services **within scope** and budget with no additional costs incurred

## Client Satisfaction

Maintained a **90%** satisfaction score quarter-over-quarter

## Reduced Client Oversight

Crawford Group **fully managed** team bandwidth, delivery, and skill coverage

## Why It Matters

This engagement demonstrates Crawford Group's ability to deliver enterprise-scale solutions under complex conditions. We successfully navigated compliance risks, budget constraints, and a tight onboarding window, delivering long-term value and measurable impact with minimal client oversight.