

Delivering Scalable, Compliant 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.

39

Global Events
Scaled

20,000

Attendees at
Flagship Event

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.

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.