



# Corporate Fact Sheet

## CORPORATE OVERVIEW

Founded in 1989, Staffing Industry Analysts (SIA) is the global advisor on staffing and workforce solutions. Our proprietary research covers all categories of employed and non-employed work including temporary staffing, independent contracting and other types of contingent labor. SIA's independent and objective analysis provides insights into the services and suppliers operating in the workforce solutions ecosystem, including staffing firms, managed service providers, recruitment process outsourcers, payrolling/compliance firms and talent acquisition technology specialists such as vendor management systems, online staffing platforms, crowdsourcing and online work services. We also provide training and accreditation with our unique Certified Contingent Workforce Professional (CCWP) program.

Known for our award-winning content, data, support tools, publications, executive conferences and events, we help both suppliers and buyers of workforce solutions make better-informed decisions that improve business results and minimize risk. As a division of the international business media company, Crain Communications Inc., SIA is headquartered in Mountain View, California, with offices in London, England.

## CUSTOMERS

Staffing Industry Analysts serves all parts of the ecosystem in staffing, recruitment, and contingent work.

**Suppliers:** In addition to staffing firm executives and owners, SIA's products and services are also used by VMS, MSPs, suppliers to staffing firms, investors, government and non-profit organizations.

**Buyers of Contingent Labor:** Contingent workforce managers are executives who have responsibilities related to their company's use of contingent/contractor/temporary workers and related solutions. Typically, participants are supply management/procurement, human resource, IT professionals or department leaders who use or engage contingent/temporary workers, independent contractors or statement of work (SOW) consultants, or other non-employee talent.

## AT A GLANCE

### LOCATIONS

*Corporate Headquarters*  
1975 W. El Camino Real, Ste. 304  
Mountain View, CA 94040  
800.950.9496

*European Office*  
11 Ironmonger Lane  
London, EC2V 8EY  
+44 (0) 203 823 9900

### FOUNDED

1989

### EXECUTIVE MANAGEMENT TEAM

Barry Asin  
*President*

John Nurthen  
*Executive Director, Global Research*

John Schroeder  
*Managing Director, Custom Research*

Subadhra Sriram  
*Editor & Publisher, Media Products*

Ursula Williams  
*Chief Operating Officer*

### WEBSITE

[www.staffingindustry.com](http://www.staffingindustry.com)

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## CORE OFFERINGS

### CORPORATE MEMBERSHIP

*For Staffing Companies and other suppliers:* Personalized intelligence, research, proprietary tools and advisory services from our expert analysts are included with Corporate Membership. Corporate members receive legal/regulatory updates, market forecasts, financial/operating benchmarks and briefings on key economic and financial indicators.

### CWS COUNCIL

*For Buyers of Staffing Services:* As a business intelligence and advisory service for corporate buyers of contingent labor, CWS Council provides data, tools, benchmarks and expert advisory services. Staffing Industry Analysts assists CWS Council members with validating contingent labor sourcing strategies, cost savings methodologies and assessing service providers using best practices and analytics.

### CCWP CERTIFICATION

*For Contingent Workforce Professionals:* CCWP is an accreditation program in contingent workforce program management. To become certified, participants need to demonstrate knowledge of contingent workforce management best practices by taking an in-person or online class and passing a rigorous certification exam. Certification objectively validates a mastery in contingent workforce program management and creates an elite professional who understands how to design, implement, and manage a successful contingent workforce strategy.

### CONFERENCES

SIA's conferences are award-winning, high-level events attracting senior level attendees. Conferences provide education and professional networking opportunities. Educational sessions feature a diversity of topics from business and technology to vertical segments focusing on strategies, best practices, developing trends and current challenges. Networking opportunities allow for connections with executives and the exchange of ideas with peers.

- *For Staffing Firms:* Executive Forum, Executive Forum Europe, Healthcare Staffing Summit, Collaboration in the Gig Economy
- *For Buyers of Staffing Services:* Collaboration in the Gig Economy, CWS Summit North America, CWS Summit Europe

### WEBINARS

Webinars focus on a variety of relevant contingent labor topics from industry developments and forecasts, to ideas, techniques and insights. Webinars are held throughout the year for both staffing firms and buyers.

### PUBLICATIONS

A variety of award-winning print and online publications are produced daily, weekly and monthly. These publications provide industry news, trends, techniques and best practices.



#### Staffing Publications:

- Staffing Industry Review
- Global Daily News
- Healthcare Staffing Report
- IT Staffing Report

#### Buyer Publications:

- Engineering Staffing Report
- Light Industrial Staffing Report
- The Staffing Stream
- Contingent Workforce Strategies (CWS) 3.0
- Global Daily News
- The Staffing Stream

## GLOBAL REACH

- Clients in over 80 countries
- 1,000 member companies
- CWS Council members represent over \$100 billion in annual contingent workforce spend

## RESEARCH

Staffing Industry Analysts is the premier source of research, information and analysis on staffing and workforce solutions. With unsurpassed expertise in the staffing industry, SIA generates over 250 reports a year that communicate key business intelligence and analysis. This award-winning research helps top executives make better business decisions.

*Research topics include:*

- Growth, Market Sizes and Forecasts
- Legal, Legislative & Regulatory
- Margins, Pay & Bill Rates, Fees
- Mergers & Acquisitions
- MSP, RPO, VMS
- The Human Cloud (including Online Staffing Platforms)
- Operational Metrics & Best Practices
- North America, Europe, Asia Pacific, Latin America, Middle East & Africa
- Place & Search
- Recruiting & Talent Acquisition
- Sales/Marketing & Market Opportunities
- Staffing – Commercial, Engineering, Finance, Healthcare, Industrial, Information Technology, Legal, Life Sciences, Marketing/Creative, Office/Clerical
- Staffing Firm Lists/Rankings & Market Share Reports by Country and Segment
- Extensive Surveys of Temporary Workers, Staffing Firms and their Customers
- Total Talent Management
- Data Sources

## CONTACT INFORMATION

**GENERAL** Member Services | [memberservices@staffingindustry.com](mailto:memberservices@staffingindustry.com) | 800.950.9496 or 44 (0) 20 3823 9900

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