

Capture 100% Diversity Spend

Populus Group is a privately-held, Veteran Owned, Minority Business Enterprise (MBE) certified in all 50 states via the Michigan Minority Supplier Development Council, as well as numerous other local and regional certifications with other Minority Councils. Any spend run through our organization can be captured as tier-1 diversity spend. We also have strong relationships with other diverse suppliers and vendors, should additional tier-2 diversity spend be required.



Here are a few best practices and advantages for engaging with diverse suppliers:
<https://blog.populusgroup.com/best-practices-for-achieving-diversity-spend-in-the-gig-economy>

Check out how we celebrate our company diversity:
<https://blog.populusgroup.com/celebrating-company-diversity>

We are certified as a diversity supplier by the following national and regional councils:

National Minority Supplier Development Council
(NMSDC)

National Veteran Business Development Council
(NVBDC)

City of Philadelphia Office of
Economic Opportunity

California Public Utilities
Commission

State of Tennessee Governor's
Office of Diversity Business

North Central Texas Regional
Certification Agency

South Central Texas Regional
Certification Agency

State of Missouri Office of Equal
Opportunity

State of New Jersey

Chicago MSDC
(NMSDC affiliate)

Carolinas-Virginia MSDC
(NMSDC affiliate)

Strategic Partnership

Populus Group is built on one key belief; that everyone deserves an opportunity to succeed. We're here to help our customers address their biggest contingent workforce challenges through solutions and services built around their needs, so they can spend their time on what matters most. We've spent years building our expertise around compliance, immigration, payroll and talent management. As devoted students ourselves, we enjoy educating our partners and applying lessons learned. Our customers allow us to live out our belief by



helping them to mitigate risk, save time and money, find and retain top talent and meet diversity spend goals to make their organizations better.

As a diverse-owned business that has learned and grown immensely from the generous mentorship of others, we sincerely appreciate the opportunity to leverage and mentor additional diverse and non-diverse suppliers and vendors. We embrace a “pay-it-forward” business mentality and are always looking for ways to give opportunities to other diverse businesses, small businesses and strategic partners. We would be open to working with and mentoring any suppliers [CLIENT] has identified, as well as working with our extensive network of 2000+ additional diverse and non-diverse suppliers, to curate and manage the optimal supply base for the program.

Community Advancement



Our purpose stems from one thing: the belief that everyone deserves the opportunity to succeed.

We're passionate about furthering this mission by giving back and paying it forward with two key community groups: children

and veterans. Our offices partner with local charities and nonprofits to donate, inspire and mentor throughout the year.

A certified Minority-Owned Business Enterprise (MBE) and Veteran-Owned Business (VOB), we're committed to including and supporting people with different backgrounds while helping companies achieve diversity spend goals.

Our owner, Bobby Herrera, recently wrote a book on turning struggles into lessons and moving forward to help others overcome their struggles. Our business is built with a “pay it forward” mentality, and Bobby's collection of stories captures the essence of turning a struggle into a gift we can share with others. Check out more information about Bobby's book *The Gift of Struggle* and the message behind it: <https://blog.populusgroup.com/the-gift-of-struggle>.

When you treat people like people, you enable passion to lead innovation and ideas help us get better every day. It's that simple. At Populus Group, we believe that these values are not only important for our internal climbers, but also for our contract workers with our customers. This is why we extend our values to our contractors - creating exceptional service experiences and building meaningful relationships are just part of what we do.

Here are some examples of how we take these beliefs and weave them into our everyday business:

- » Our BIG announcement <https://blog.populusgroup.com/new-populus-group-brand-announcement>
- » Follow Your Passion <https://blog.populusgroup.com/-celebrating-employee-passions>
- » PG Gives Back <https://blog.populusgroup.com/a-culture-of-giving-back>
- » Veteran Values <https://blog.populusgroup.com/veteran-values>
- » Daring Women in Business, Seattle <https://blog.populusgroup.com/daring-women-in-business-seattle>