

# **DETROIT, US, Monday 1 October 2018: Guidant Global launches to deliver managed workforce solutions in a better way**

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Following the coming together of existing Impellam Group businesses, US-based Bartech and UK-headquartered Guidant Group, Julia Robertson Group CEO of the Impellam Group, has today announced the launch of Guidant Global (<https://www.guidantglobal.com/>): the new global leader in talent acquisition and managed workforce solutions.

This dynamic new proposition has been thoroughly researched and based on valuable insights from customers and industry buyers. The in-depth analysis found that, while MSPs are viewed as industry experts which can use their experience, expertise and knowledge to drive relevant business efficiencies, there is a widespread desire for the industry to deliver a better way by focusing the lens firmly on innovation and people. The research went as far as to highlight how customers feel a lack of innovation is as detrimental to relationships as poor performance and that there is a greater desire for strategic thinking and not just tactical solutions as the global market continues to shift. Customers also reported that a flexible service model is needed to accommodate changing needs and expectations and that international expertise is desirable even to those not seeking an international solution.

With an unshakable commitment to finding better ways of working within the recruitment industry, the new company works in over 80 countries, managing over 200,000 people over 89 clients every year. Guidant Global champions a better, more forward-thinking way of working and has a core philosophy of shifting the focus to people – the vibrant force that drives thriving businesses and creates energy and opportunity.

The official launch of Guidant Global comes as the organisation has been included by consulting and research firm, Everest Group, as a global leader in its field in this year's 'MSP Service Provider Landscape Services PEAK Matrix™ Assessment' and who has also recognised Guidant Global as one of three providers in its assessment of '2018 MSP Market Star Performers.'

Commenting on the launch, Julia Robertson, Group CEO of Impellam Group, said: "With a vision firmly grounded in the future, by bringing together these two Impellam businesses, we will create one stronger brand with synergies and expanded capabilities across multiple geographies that will benefit all stakeholders."

Simon Blockley, Managing Director, EMEA, at Guidant Global, added: "The launch of Guidant Global offers us an opportunity to do things in a better way by bringing together the best of market leaders either side of the Atlantic in Bartech and Guidant."

Brian Salkowski, President, Americas, at Guidant Global added: "By combining forces we can challenge the status quo to deliver better results, outcomes and solutions for all. As we begin this journey together, I am confident that we will build innovative solutions that will have an enriching impact in the workplace and help to build better businesses."

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Notes to editors:

#### Information about Guidant Global

Guidant Global is a new dynamic in workforce solutions. It was recently formed from two companies coming together: Bartech, headquartered in the US, and Guidant Group in London. They are both part of Impellam, the leading provider of managed services and specialist staffing expertise based in the UK, North America, Australasia, Asia Pacific, the Middle East and mainland Europe. By uniting Bartech and Guidant Group we have unprecedented insight into the world at work. We assist our clients in sourcing, assessing and implementing complex talent solutions which engage contingent workers, consultants and freelancers for more information please visit: [www.guidantglobal.com](http://www.guidantglobal.com).

#### Information about Impellam Group

Impellam is the 2nd largest staffing business in the UK and 6th largest MSP provider worldwide. We provide managed service provision and specialist staffing solutions across the UK, North America and Asia Pacific. We have over 3,200 Impellam people throughout our network of 18 market-leading brands across 163 worldwide locations. Ultimately, Impellam Group's mission is to provide fulfillment and a sense of purpose to its people, and to help customers build better businesses in a changing world. For more information about Impellam Group please visit: [www.impellam.com](http://www.impellam.com)

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