

# Workspend appears in Baker's Dozen for MSP, providers of contingent labor resourcing and management

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Workspend, Inc.

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**Workspend, Inc. — A global Managed Service Provider (MSP), offering contingent labor resourcing and management, recognized for its tailored white-glove programs and above and beyond customer experience**

**Jersey City-USA**, June 4<sup>th</sup>, 2021—For the second year running, Workspend has been recognized for its outstanding customer experience in the Baker's Dozen for MSP, 2021.

The [HRO Today Baker's Dozen for MSP](#) awards are the most widely recognized accolade for Managed Service Providers, shining a spotlight on the Top 13 leading organizations that provide contingent labor resourcing and management, acting on behalf of large employers.

Over 100 suppliers were originally considered and shortlisted. Finally, based largely on feedback from buyers, 40 contestants are filtered down to the final 13 winners. Through the years, and as relatively 'new kids' in the industry, Workspend has progressively improved its performance in the BD rankings, this year attaining No.10 on the most notable category of quality of service. Read the full announcement [here](#):

**Daniel Rothberg, President of Workspend, says, "We're absolutely thrilled to be featured in the Baker's Dozen for MSP awards for the second year running, particularly as the number of competing firms has increased and the criteria for selection has become more stringent. It's a testament to the sustained enthusiasm and efforts of our teams across the US and beyond that continue to offer our clients a stand-out customer service experience, blended with built to fit programs, all underpinned by the very latest technology and AI tooling that surfaces rich performance and industry insights."**

Despite a difficult year and the consequential impacts of the global pandemic on workforce availability and the markets Workspend serves, the company has continued to experience strong growth, both in the United States and across its global client base. International expansion has been organic over the last few years, with its European headquarters located in London since 2000, and with its most recent expansion activities happening occurring in Southeast Asia and Oceania.

**Commenting on the business landscape over the past 12-months, Rothberg explains, "Undoubtedly, it has been a tough year for the industry, and so we're delighted to have come out on top, having seen robust growth across all our territories during this period. With many of our operations impacted by the pandemic, and distractions impacting on commercial decisions, we've seen the market both step down in 2020 and bounce back in recent months. Fortunately, we've been able to adapt our operational approach, technology tooling, and pan-regional gearing—allowing us to bake in the best aspects of remote recruiting to produce unexpected positive gains in the way we serve our clients."**

For organizations in 2021 looking to harness a flexible workforce by using contingent labor, the challenges of hiring, onboarding, checking, and operating a large indirect workforce have increased—owing to greater talent shortages, added complexities of remote recruitment, and an increasingly complex labor market regulatory environment, that differs substantively from one region to the next. Employers are increasingly looking to find smarter ways to outsource their indirect workforce recruitment and management activities but are looking for tailored 'built-to-fit' solutions rather than one size fits all prescriptive programs that commonly carry a larger overhead of cost and reliance on any one

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vendor. This has led to more interest in providers

Rothberg adds, “We see buyers reaping rewards of the built-to-fit MSP arrangements that Workspend is uniquely able to furnish through its hybrid onsite—nearshore—offshore service model. We’re respecting the priorities, culture, workforce landscape, geography, technology ecosystem, and direction of travel that large organizations look to achieve. This sets us apart from larger competitive peers that offer larger scale one-size-fits-all programs. Another ingredient to our success is that we’re a people-first, woman-owned diversity supplier. As one of the few woman-led diversity MSPs in this years’ Baker’s Dozen, we’re proud to be the standard-bearers of inclusive and diverse organizations in our industry. You only need to spend a day in one of our offices to experience how adopting an inclusive, self-empowered culture can work to deliver above and beyond customer experiences.”

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