

Product Management Team Projected to Generate \$250 Million for Global Automotive Company

Customer Profile

A 100+ year old multinational automaker, with over 200,000 employees.

Kforce consultants are revolutionizing the automotive industry through a digital transformation

Challenge

A multi-billion-dollar automotive company was embarking on a complete digital transformation. This transformation would require scaling a large team of high level product managers to develop product platforms and launch product lines within the mobility space. After six months with minimal success, the Director of Digital Services reached out to Kforce because of our strong relationship and success delivering high quality talent.

Solution

Our delivery model reduced the company's onboarding time from two months to two weeks. We established a successful, repeatable delivery methodology for the company. We utilized our Knowledge Staffing Process to identify, attract and retain 30 product managers in the Mobility/Digital space spread across multiple locations including Detroit and Silicon Valley.

Outcome

Our consultants are designing and developing more than 200 products and building out the core product platforms. These platforms are critical to success of the digital transformation and are projected to generate over \$250 million in revenue by the end of the year.

Product Management Team Generates Millions

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Challenge

A multi-billion-dollar automotive company was embarking on a complete digital transformation. This transformation would require scaling a large team of high level product managers to develop product platforms and launch product lines within the mobility space. The customer partnered with a consulting firm that would not allow for the ability to hire-in consultants. The customer risked losing all the propriety information along with competitive differentiation.

In addition, the company was having difficulty finding quality resources willing to relocate to the Detroit area. The company's internal compliance requirements were slowing down the onboarding process and the managers were heavily involved in several weeks of interviews. These hurdles were detrimental to the pace of the project. After six months with minimal success, the Director of Digital Services reached out to Kforce because of our strong relationship and success delivering quality candidates for over a year.

Solution

Kforce provided a flexible engagement model that allowed our customer to consider consultants for contract or contract-hire. Our custom project was tailored to our customer's requirements. We developed and implemented a dedicated account team to support the mobility initiative that consisted of:

- Senior Account Executive
- Account Manager
- Delivery Director
- Local Recruiting Team
- Niche/Specialty Recruiting Team
- Back-Office/Operations

Our dedicated account team had to evolve and scale a team to support hundreds of product lines that were being developed.

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10+
product
managers

Solution (continued)

We utilized our Knowledge Staffing Process to identify, attract and retain over 10 product managers in the Mobility/Digital space, spread across multiple locations including Detroit and Silicon Valley. Our delivery model reduced the company's onboarding time from two months to two weeks. We established a successful, repeatable delivery methodology for our customer.

- **Discover** – Partnered with the customer's team to gain a comprehensive understanding of the company's business, culture, environment, strategic initiatives, desired partnership expectations and provided industry and market intel.
- **Align** – Mutually developed a qualification process (technical and cultural). Created a customized Delivery Strategy and Dedicated Client Servicing Team that specializes on Product Owners within the Mobility/Digital space.
- **Deliver** – Invested in identifying, attracting and retaining top Product Talent locally, regionally and nationally by leveraging domain and expertise of our Specialty Recruiting Team along with our local recruiting team.
- **Manage** – Partnered with internal HR to establish best practices for onboarding and converting consultants efficiently. Implemented a consultant care program specific to the company that includes weekly/monthly touch points between Kforce consultants and managers to ensure that necessary deliverables are met and consultants are set-up for success.

Kforce found product managers passionate about getting involved in a startup and willing to relocate to Detroit to revolutionize the automotive industry.



Product Management Team Generates Millions

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\$250 million
in projected
revenue

Outcome

Our consultants are designing and developing over 200 products and building out the core product platforms. The core platforms are the backbone of digital services to all other product lines and critical to the success of the digital transformation. The company is expected to have immediate gains of \$250 million in the next year. Our team is currently partnering on the following product lines that are expected to be completed in the next five years:

- Transportation as a Service
- Vehicle Management as a Service
- Cloud
- Mobility
- Autonomous Vehicles
- Vehicle Services
- Connectivity
- Internet of Things (IoT)
- Content/Advertising
- Connected Cities

About Kforce

Kforce is a leading Technology and Finance & Accounting professional staffing services firm with a national network of over 60 offices, two National Recruiting Center locations in Tampa, FL and Phoenix, AZ and more than 2,000 staffing specialists. Annually, we engage over 23,000 highly skilled professionals in both flexible assignments and direct hire placements with more than 4,000 customers of all sizes, including 70% of the Fortune 100.