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Allegis Group Completes Brand Portfolio Realignment Across North America, EMEA and APAC

Global recruitment brands offer specialization to best serve customer needs

Hanover, MD (October 6, 2016)—Allegis Group, Inc., the global leader in talent solutions, has completed realignment of its recruitment brand strategy across North America, EMEA and APAC and reaffirmed its commitment to providing a specialized focus on skill categories. Hiring organizations in these regions will continue to benefit from recruitment partners that possess deep understanding of their business priorities, and who are able to precisely source and screen candidates against specific priorities. Similarly, such concentration enables Allegis Group’s recruitment brands to facilitate career advancement for job seekers based on a rich appreciation for their distinct skills and expertise.

“Collectively, the Allegis Group delivers a full suite of complementary talent solutions to empower business success. We are very excited to complete the process of global brand alignment for our recruitment and staffing businesses,” says Allegis Group’s Global Development Officer Chris Hartman. “Now more than ever, our internal teams are primed to deliver consistent customer experiences for each of our recruitment brands, in every region we operate. Each brand has a distinct and specialized focus, ensuring our customers receive the right level of consultation and expertise. At the same time, each brand is also connected by the Allegis Group commitment to an unsurpassed quality experience.”

The recruitment brands that are now operating globally include:

- [Aerotek](#): Focused on scientific, engineering, industrial, and office/clerical skills
- [TEKsystems](#): Focused on the full spectrum of IT skills
- [Aston Carter](#): Focused on accounting, finance, and professional skills

These brands join the full portfolio of Allegis Group brands, the majority of which already operate globally.

- [Allegis Global Solutions](#): Managed Services Provider (MSP) & Recruitment Process Outsourcing (RPO) services
- [Major, Lindsey & Africa](#): Legal search services
- [Allegis Partners](#): Executive search services
- [TEKsystems Global Services](#): IT services
- [EASi](#): Engineering services
- [MarketSource](#): Sales outsourcing solutions
- [GettingHired](#): Disability outreach and recruitment solutions in North America

Today’s statement supplements previous announcements in which Allegis Group conveyed it repositioned its recruitment brand strategy in the APAC market and also decommissioned the brands Stephen James Associates, Talent2, Allegis-BN and Benchmark by consolidating them into existing brands. That effort to bring greater specialization to its recruitment services for contract and permanent roles was part of the transitioned approach to achieve the global brand alignment now complete.

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“Many clients, especially larger enterprises, take a global perspective on competitive talent trends and workforce strategies,” Hartman adds. “They want a partner that can do the same while also delivering a consistent experience, which for Allegis Group, begins with caring more and working harder than any other provider in the talent solutions space. We take great pride in what we do and are thrilled that our global brand strategy will help us continue to connect great people to great opportunities.”

About Allegis Group

Allegis Group is the global leader in talent solutions focused on working harder and caring more than any other provider. We’ll go further to understand the needs of our people – our clients, our candidates, and our employees – and to consistently deliver on our promise of an unsurpassed quality experience. That’s the Allegis Group difference, and it’s consistent across every Allegis Group company. With more than US\$11billion in annual revenues and over 500 locations across the globe, our network provides businesses with a comprehensive suite of talent solutions — without sacrificing the niche expertise required to ensure a successful partnership. Our specialized group of companies includes: Aerotek, TEKsystems, Allegis Global Solutions, Aston Carter, Major, Lindsey & Africa, Allegis Partners, MarketSource and EASi. Visit www.AllegisGroup.com to learn more.