



Globalization
PARTNERS

WORKING WITH A GLOBAL PEO IS THE FASTEST AND MOST PAINLESS WAY TO HIRE EMPLOYEES OVERSEAS.

THIS IS WHY...

When you hire cross borders, there are **countless issues** to navigate and **endless questions** to ask.

So why not let the experts do it for you?

Check out this real example of how Globalization Partners helped a client expand in multiple foreign countries all while managing a difficult termination.

CASE STUDY: BEING PREPARED WHEN YOUR BUSINESS NEEDS TO SHIFT

What happens if business isn't working in one area of the globe, but you know it will in another (and you only have a year to find out)?

The situation: A Globalization Partners client wanted to hire its first European vice president of sales. The client's intention was three-fold:

1. Find the best person it could to lead the EU Expansion;
2. Establish the company's European headquarters around that person;
3. Let that person build a team

The VP EU hire was quickly made in the Netherlands through Globalization Partners. Normally, a company hiring in the Netherlands would have to establish its own subsidiary at the outset, as well as navigate Dutch labor laws, benefits, and data compliance regulations, but, by working with us, the client was spared the burden of having to do any of this, which normally takes a few months and is a significant investment of time and money. By using Globalization Partners, the employee was onboarded within a few days and for a fraction of the cost it otherwise would have taken—without all the legal, HR, and compliance headaches of setting up a new business in a foreign country.

Then, the client's VP went on to make four hires in four different countries: France, Italy, the UK, and Spain. Each hire was made without the client having to set up any new entities (actually, without the client having to set up *four* new entities—which would have included four offices, four bank accounts, four sets of books, etc....and this is just for one employee in each country!)

The team was quickly successful, but the client found that the VP in the Netherlands wasn't quite the right fit; the client decided to let the VP go. At the same time, a competitor's VP of sales based in the UK had become available, and the client wanted to bring in this person instead—as soon as possible.

These changes would necessitate that the client move toward a geographical realignment of the reporting structure of its European sales force while dealing with one senior new hire in the UK as well as a complex termination of a senior employee in the Netherlands.

How Globalization Partners helped: Through Globalization Partners' compliant infrastructure already in place in both the UK and the Netherlands (and in the three other countries where the sales associates were located), the new VP in the UK had an employment contract in hand within 48 hours. Meanwhile, in the Netherlands, Globalization Partners helped the client negotiate a proper termination of this VP while going to great lengths to comply with complex Dutch laws surrounding terminations. The former VP of sales moved on with little fanfare, and everything worked out to a peaceful resolution for all parties. Terminating an employee in the Netherlands is infamously difficult, so having Globalization Partners' experts on the client's side made things much easier than they otherwise would have been.

The new UK VP, now onboarded, built out even more of a sales presence within the UK through new hires. As the client continued to experience success through the new EU leadership, it saw no further need to have a business presence in the Netherlands, which was originally intended to be the company's European headquarters. Because the client had used Globalization Partners, there was no complex legal infrastructure or legal entity that had to be dissolved in the Netherlands; moving the EU headquarters to the UK was seamless and easy. The transition of the European headquarters from the Netherlands to the UK happened literally in the amount of time it took to get the UK employee an employment contract and to pay severance to the Dutch employee.

More importantly, the client was able to launch a successful European sales team within a matter of months. The employees in the EU were all happy to be paid locally-appropriate benefits, and they were able to focus on selling for the company quickly and efficiently. The headquarters team avoided tremendous legal, finance, and HR headaches associated with hiring—and managing—a global team from another continent.

The results: The client first identified a need to expand overseas, and then uncovered a need to quickly change its personnel strategy across multiple borders. Through its work with Globalization Partners, this client was able to test out an employee in one market (The Netherlands) initially, and then was able to pivot away from the arrangement as soon as it recognized that it had stopped working.

Now, if this client had done all the legwork itself—setting up a Dutch BV (a recognized business entity) at the outset, for example—it would have had to maintain this entity long after it was no longer needed, and the client would have had to set up another company in the UK when the UK VP of sales became available. Through the Globalization Partners platform, the client at no point had to firmly commit to one jurisdiction. Once the client could determine the market that would work best, Globalization Partners took on the burden of setting up the infrastructure to make all the moves happen in the background, while the client enjoyed continued success for its European sales division.

Cost savings for client: More than \$100,000 — to set up and dissolve a Dutch legal entity, (as well as setting up entities in four other countries.)

Time saved for client: Hundreds of hours which would have otherwise been used to set up and dissolve legal entities in the Netherlands and other locations in Europe.

Commercial benefit to client: The ability to hire a great team and capture the market, which is priceless.

Learn more about Globalization Partners and our full suite of services at www.globalization-partners.com.