

NEWS RELEASE

Hays has acquired DE&I specialist Vercida Consulting

MAY 2023

Hays, a well-known HR services and recruitment consultancy, has purchased a controlling stake in the consulting division of Vercida Group. By doing so, Hays aims to bolster their diversity, equity, and inclusion advisory services with the assistance of Vercida Consulting.

Hays has historically specialized in workforce solutions and recruitment, with a workforce of over 13,000 employees in 255 offices spanning 33 countries worldwide. They operate across industries, including the private and public sector, offering full-time, contract, and temporary positions in the UK, Germany, and Australia, as well as continental Europe, Latin America, and Asia.

In the past, Hays has acquired four firms to assist in achieving their primary goal. These firms include Hays Executive and Recruitment Solutions Group in 2006, James Harvard International in 2007, and Veredus in 2014. However, with the acquisition of Vercida Consulting's younger market segment of diversity and inclusion consulting, Hays is entering a new field.

Alistair Cox, Hays CEO, remarked: "The world of work has undergone significant changes in recent years and the needs of our customers have evolved alongside that. One of the core pillars of our Group strategy is to

deliver a broader range of workforce related services to our customers across the globe, helping them with their wider human capital and talent challenges, ultimately delivering more value to our relationship. The purchase of Vercida Consulting will increase our ability to deliver a host of Diversity, Equity and Inclusion (DE&I) services."

Vercida specializes in DE&I leadership and assists companies in attracting diverse talent and fostering an inclusive culture. With the acquisition of Vercida, Hays will be better equipped to support clients who view DE&I as a significant challenge and require assistance. As part of its advisory services department, Hays plans to employ Vercida's expertise immediately.

While Vercida Consulting's focus is presently on the UK market, it taps into several US and European regions through its workforce and partner network. Joining Hays provides an opportunity for Vercida to expand into new markets, including the US, Australia and New Zealand, and Germany, in its first phase. Meanwhile, co-founder Dan Robertson will continue his role as Managing Director of Vercida and will also lead Hays' Diversity, Equity & Inclusion Advisory Service for external clients. (MORE)



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According to Robertson: "The acquisition of Vercida Consulting by Hays will provide us with the ability to upscale what Vercida has been doing all these years, creating a more diverse world of work and developing inclusive leaders. We will now have the capacity to help far more organisations on their DE&I journeys, across the globe. By offering an evidence-based approach to inclusive culture change, we can constructively challenge the existing organisational norms and ways of working."

Fellow co-founder Morgan Lobb will continue to serve as CEO of Vercida Group, the broader HR and DE&I services organization he co-founded in 2017. Lobb expressed his pride in the acquisition on LinkedIn and mentioned that it would exceed their expectations for business growth and positively impact how employers engage with their employees.

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