

CLIENT CASE STUDY

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The Entity-Free Playbook

Establishing HR & Talent Operations for a Global Digital Advertising Technology Company - Without ever opening an entity.

How a global AI ad-automation leader built and scaled high-performance engineering & creative operations in India through Spectrum's agile Employer of Record (EOR) architecture.

Industry

AI Ad-Tech

Engagement

Employer of Record



Overview

A global digital advertising technology company specializing in personalized marketing and AI-driven ad automation partnered with Spectrum Consultants to set up and manage its India operations which included building a small but high-performing team in India to support its technology and creative operations, while ensuring compliance, scalability and seamless alignment with global HR standards.

Challenge

The client wanted to hire and manage IT and digital marketing professionals in India but the scale did not justify a legal entity in the country. They required a trusted partner to manage all aspects of:

- Employment, compliance and HR administration.
- Payroll and incentive management for high-cost IT talent.
- Custom HR policies aligned with local laws yet reflecting global culture.
- Market analysis and insights on talent availability and cost structures.
- Budgeting for hires and advice on salary norms, statutory benefits and competitive compensation practices.
- Continuous coordination across time zones, ensuring quick communication and alignment between their global teams and Spectrum's India operations.



Our Solution

Spectrum designed and executed a comprehensive HR operations and talent management model tailored to the client's needs, which included:

- **Budgeting for hires** and advising on local labor laws, tax practices and benefit structures.
- **Employee lifecycle management**, covering onboarding, payroll, performance tracking and exit processes.
- **Invoice and payroll management in international currency** to align with global finance systems.
- **Asset management** for company-provided equipment and tools.
- **Leave management**, with oversight and approvals integrated with the client's management.
- **HR policy localization**, blending Indian compliance requirements with the client's organizational culture.
- **Market analysis** and advisory on availability of niche IT and marketing talent.
- **Performance-based incentive design** to attract and retain high-caliber technical professionals.
- **Talent acquisition** for multiple skill sets across technology, marketing and creative functions.
- Ensured **seamless communication** between client teams and Spectrum, bridging global time zones efficiently.



Outcome

- **Successfully hired** and managed IT and digital marketing professionals **across diverse roles**.
- Provided **transparent HR governance**, covering payroll, compliance and performance management.
- **Established** localized HR policies and compensation frameworks aligned with market realities and **client expectations**.
- **Managed incentives**, bonuses and retention structures for high-demand IT talent.
- **Strengthened client confidence** in India's operational capabilities for future scaling.

Impact

- Build a **cost-effective and compliant India presence** without incorporating a legal entity.
- Leverage **India's deep talent pool** for technology and digital innovation.
- Maintain **operational transparency and efficiency** through a single, integrated HR partner.

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*For **Spectrum Consultants, this project** exemplified our ability to deliver strategic HR hosting and workforce management solutions for global technology-driven companies — ensuring compliance, agility and excellence across borders*

SPECTRUM CONSULTANTS

Empowering Global Enterprises Through Intelligent Talent Solutions since 1995

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30+	20,000+	50+	10 : 1
YEARS OF EXCELLENCE	CAREERS SHAPED	TOP GLOBAL CLIENTS	RESUME-TO-OFFER RATIO

About Us

For over 30 years, Spectrum Consultants has been a pioneer in recruitment, executive search, and cross-border workforce hosting. Headquartered in Bangalore, India, we bridge the gap between global enterprise goals and local execution, delivering agile, compliant, and cost-effective talent ecosystems for Fortune 500s, high-growth tech firms, and global innovators.

Our Services

Executive Search & C-Suite Hiring

Specialized headhunting for mission-critical roles (CXOs, VPs, Directors, Country Heads) backed by rigorous talent-mapping and discretion.

Permanent & Contingent Staffing

End-to-end recruitment across tech, engineering, and digital marketing functions. Flexible contract staffing with dedicated account SPOCs.

Employer on Record (EOR) & HR Hosting

Build high-performing teams in India without incorporating a legal entity. Complete payroll, statutory compliance, benefits, IT asset provisioning, and local governance.

AI & Prompt Engineers Hiring

Specialized squads for next-gen AI/LLM engineers, semiconductor talent, and curated campus recruitment drives from India's premier technical institutions.