

# Its A Question of Talent



# SONATA

Redmond Customer

Delivery Center

# DRIVERS

- Visa costs and immigration issues
- Invest in people not recruitment
- Improved customer service
- Pilot for new business model



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Commerce  
Cascadia College  
LWIT  
UW Bothell  
WSU, PSU, PLU, UWT



# RESULTS

- Deep connections with universities
- 26 new jobs growing to 100
- Model is being used by others

Four people dressed as ghosts in white sheet costumes are standing in front of a building with dark-framed windows. The person on the far left wears a black tinsel garland. The second person from the left wears a red collar and a patterned tie. The third person wears a black beret and has a wide, toothy grin cut out of their sheet. The person on the far right wears a straw hat and a dark tie. A semi-transparent dark grey banner with white text is overlaid across the middle of the image.

# PARADIGM SHIFT

ITS NO LONGER JUST DIRT



# BANG THOSE ROCKS TOGETHER

- Talent is emerging as the most important location factor
- Foundation of Redmond recruitment
- Talent development is a collaborative strategy







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