

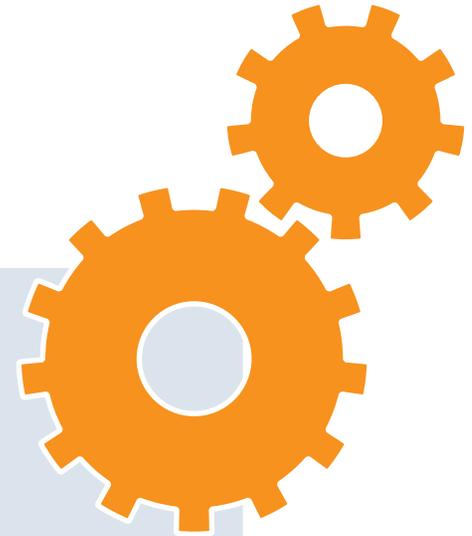
Semper International's New Staffing Trend:

Meet the Techcreative



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NEW TECHNOLOGY AND
IDEAS ARE CREATING
DRAMATIC SHIFTS
FOR BUSINESSES.

A TECHCREATIVE TEAM IS THE ANSWER TO
HELP YOU MEET TODAY'S CHALLENGES.

“The Internet has been the most fundamental change during my lifetime and for hundreds of years.”

– **Rupert Murdoch**, media mogul



photo: Albert Watson

New technology (both online and offline) has transformed nearly every element of the industrial world, from how we make our products, to who makes them, and even how people buy goods and services.

Today we sit on the apex of what Forrester Research calls: “The Age of the Consumer.” A recent study by MIT Sloan Management concluded that **companies now face a digital imperative: Adopt new technologies effectively or face competitive obsolescence.** This is especially significant in the light of technology advances where the rate of change has nearly eclipsed our ability to teach and train for it.

Recognizing this shift, companies poised to compete in this new business environment understand the need to create a plan of action to respond to this digital revolution. The question is not if business must adjust to new technology and new market dynamics, but what that shift will look like. From there, firms need to identify what staffing, technology and other resources they will need to execute this plan.



At Semper International, LLC, we have been watching a new role evolve for about the past two decades – a role that we call a TechCreative. In today's fast-paced digital world, adding TechCreative staff to your team is emerging as a solution to preparing your business in the new digital age.

What are TechCreatives?

TechCreatives are the intermediaries between the two worlds of creativity and technology – those with the technical expertise to make your ideas a reality.

TechCreatives are assets who can not only create, but shepherd artistic ideas and new concepts across various mediums and new technology through the design and implementation phases of a conceptual plan or project.

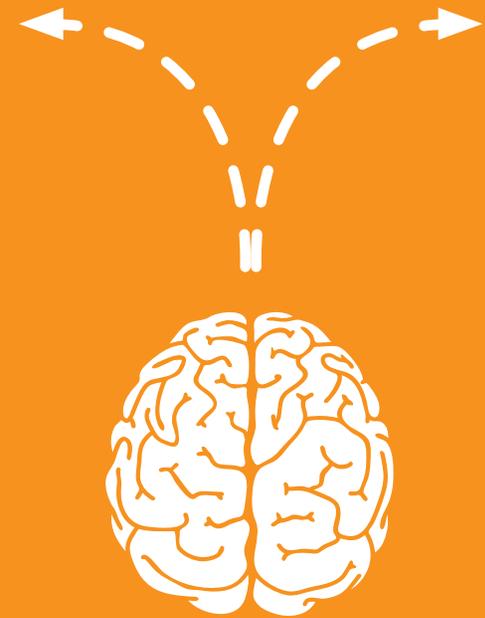


This book is designed to explore this new TechCreative environment. We will tease out the key elements of this new TechCreative role, and show how top businesses are currently deploying their TechCreative assets. It will also walk through questions you should ask your team to evaluate their current technological abilities and roles to recognize and respond to these new industry challenges.

02

WHAT IS TECHCREATIVE?

TECHCREATIVE:
EVOLUTIONARY
STAFFING





The TechCreative role first emerged in the print industry, a key focus area for our business. This new function evolved in the area of pre-flight, with staff who could now take digital files and implement the art across various print media – for example, taking a Quark or InDesign file, and adjusting the file to allow for offset printing, or wide-format, etc.

From there, the TechCreative role evolved to include not only page setup, but the design and production of digital files for online usage – all from the same essential content inputs.

As TechCreative emerged in printing, we began to notice similar trends in our other staff requisitions. Intrigued, we reached out to business partners in various industries to see where else these new technologies and ideas were causing this tectonic shift. As we explored, this new trend became apparent. We realized that the need for a TechCreative specialization was not exclusive to printing or premedia, but developing

throughout the marketing and communications community and beyond.

Over the past several years, more and more traditional technical roles have morphed to fill these TechCreative demands. New technology is everywhere, from the tools and graphics we use to create this book to the clothing we wear. These new technology and business challenges mean that businesses, in turn, need to similarly adapt, by hiring or training their teams to develop new skills for today's complex communication production and distribution environment – even as they didn't know exactly what to call these new positions.



WHAT IS TECH?

“Technology is the right tool applied to the right problem.”
– David Regan, CEO, Semper

RIGID
Designed for a specific outcome.
Example: A bridge is technology used to cross a river.

FINITE
Has clearly defined goals and tolerances (parameters).
Example: A cup is specifically designed to hold a fixed volume, not all the liquid in the ocean.

TRANSFERABLE
Can be used in many ways for many problems.
Example: A cup can bail out a boat, be kept hot or cold, combined together to create a wheel.

SKILLS

- 1 Deep understanding of a particular technology or area.
- 2 A good grasp of general technology innovation (so they don't live alone or in a silo).
- 3 Strong quantitative background to drive results based on existing constraints.

what is creative?

“Creativity is just connecting things. When you ask creative people how they did something, they feel a little guilty because they didn't really do it, they just saw something. It seemed obvious to them after a while.”
– Steve Jobs
Founder and CEO, Apple Inc.

Evolving
Making incremental changes to optimize existing technology to make it cheaper or more effective.
Example: The iPhone 5s.

Adaptive
Creating a new idea that didn't exist before.
Example: I have a computer. I have a phone. Let's combine them.

SKILLS

- 1 Wants to apply new technology to problems at hand.
Examples: The space elevator, using sapphire screens on the iPad, PayPal.
- 2 Curious about the world around them.
- 3 Passionate about their calling.
- 4 Vision to see not only what is, but what could be.

TechCreatives are assets who can not only design, but shepherd artistic ideas and new concepts, across various mediums and new technology through the design and implementation phases of an idea or project.

techcreative

Today, the TechCreative role spans a variety of industries. The media channels and the skills it takes to properly implement creative design have expanded from print only into digital channels, databases, apps, and the rest of the Web.

Marketing roles are morphing to incorporate cross-channel customer engagement strategies, analytics, graphic design and video production. Similarly, line manufacturers and six-sigma advances are looking for out-of-the-box thinkers to streamline their production strategies and improve workplace efficiency.

TechCreatives are working in some of the most interesting, cutting edge industries and roles in business right now. Here are some examples:

- 3D animation
- CAD design
- Department managers
- Designers/developers
- Engineers
- Graphic design
- Interactive media
- Interactive print
- Animation
- Multi-media design
- Multi-channel distribution
- Packaging/structural engineering
- Premedia/prepress
- Print production managers
- Production artists
- Project managers
- Rendering
- Search Engine Optimization (SEO)
- Social media
- User Experience (UX)
- Variable Data Print
- Video
- Web to Print

If an artist's job is to interpret the world around them as they see it, a graphic designer – or other technologist's role – is to interpret their client's or company's vision and deploy it through a variety of communication or production technologies.





SEE WHY
TECHCREATIVE IS
RAPIDLY GAINING
TRACTION

The need to build a TechCreative team is rapidly gaining traction because these skilled personnel assets offer businesses a critical competitive advantage.

From a business standpoint, we know that the first firm that brings a new idea or advancement to market is the one that “wins” the margin – from both a brand perspective and in terms of hard dollars and cents.

From Henry Ford's Model T to high frequency trading to

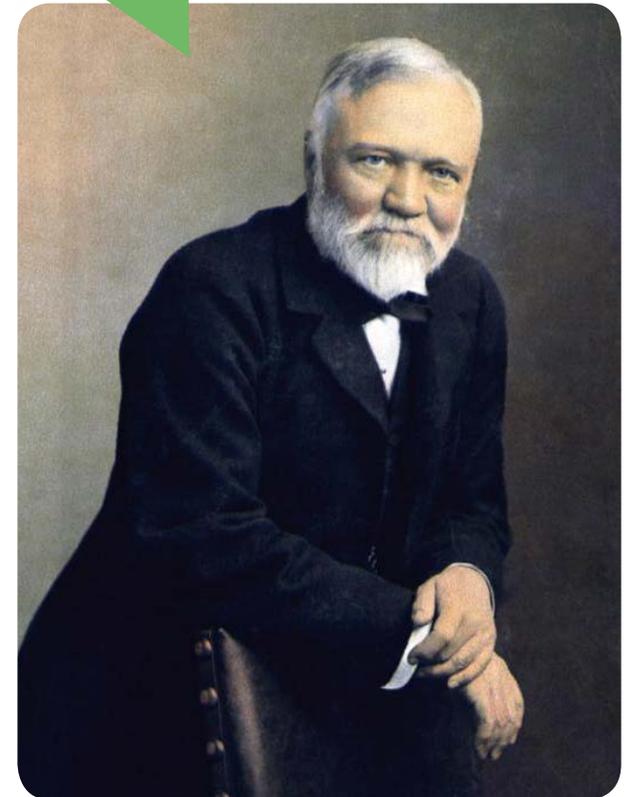
Tesla, the business community is rife with examples of firms that effectively recognized an opportunity, and identified the creative, technical and production requirements to bring those ideas to market.



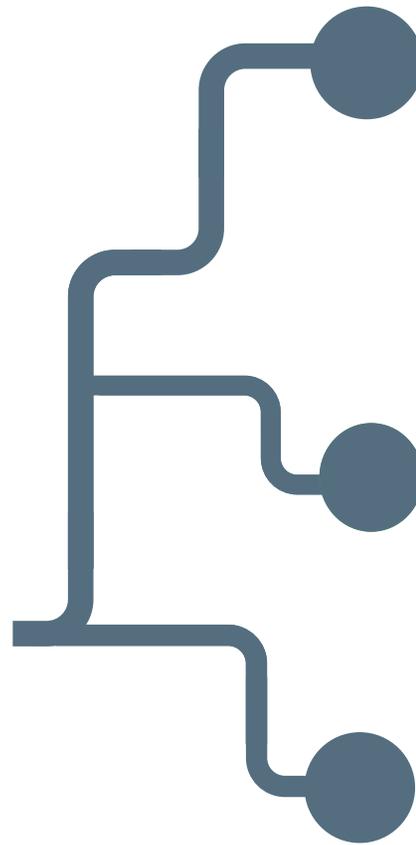
This is TechCreative – the team that arms your company with the tools to capitalize on multi-channel communications, and the insight to technically deploy these communication or production assets.

“The first one gets the oyster, the second gets the shell.”

– Andrew Carnegie



Given the exponential rate of change in today's technology, this acumen is becoming mission-critical for businesses who want to survive in today's marketplace. Consider some statistics on recent technological advances:



The information age has created a culture-wide information overload. For example, as of 2011, there were over one trillion pages on the internet – a number that has clearly grown in the past few years. In fact, according to former Google CEO, Eric Schmidt, “Every two days we create as much information as we did from the dawn of civilization up until 2003.”

Design cycles are also rapidly declining. Today, a typical automotive design cycle is approximately 24 to 36 months, which is much faster than the 60-month life cycle from five years ago, according to industry consultants.

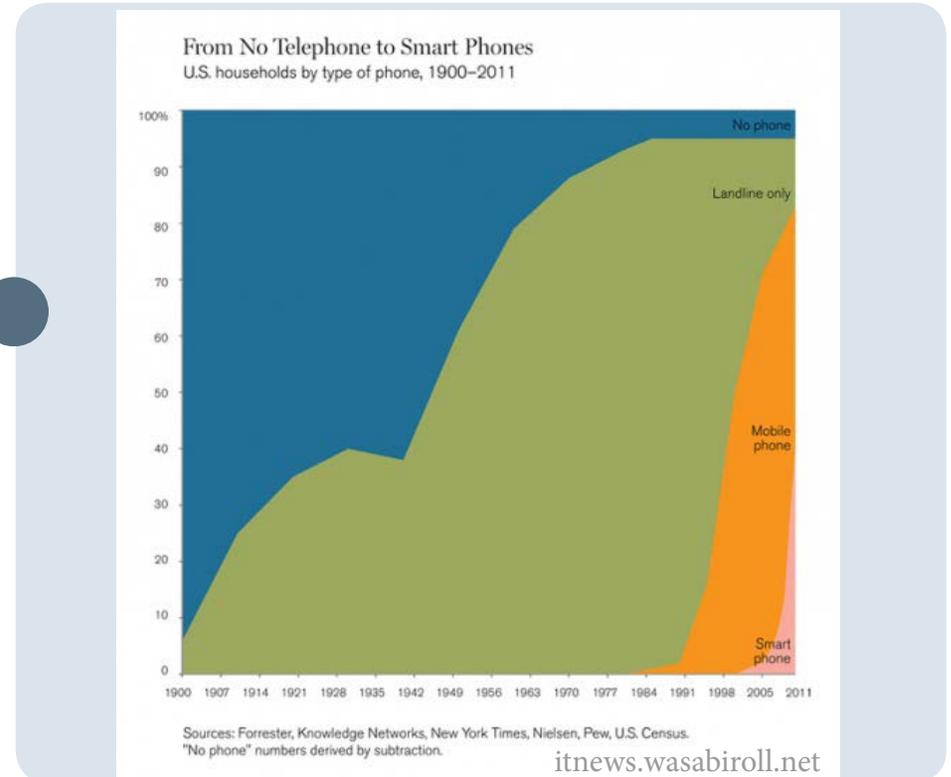
Communication of information has become real-time with the introduction of social media. A corporation must be ready to respond to the changing market conditions accordingly.

Consumer's adoption of new technology is also on the rise. *The New York Times* chart (below) depicts the adoption of new phone technology. As you can see, it took decades for the telephone to reach 50% of households, beginning before 1900. It took five years or less for

cellphones to accomplish the same penetration in 1990.



As this new integrated digital world expands, the question for many businesses is whether or not your team is prepared to greet this frontier with the skills, insight and energy to meet these new market demands for multi-channel communications.



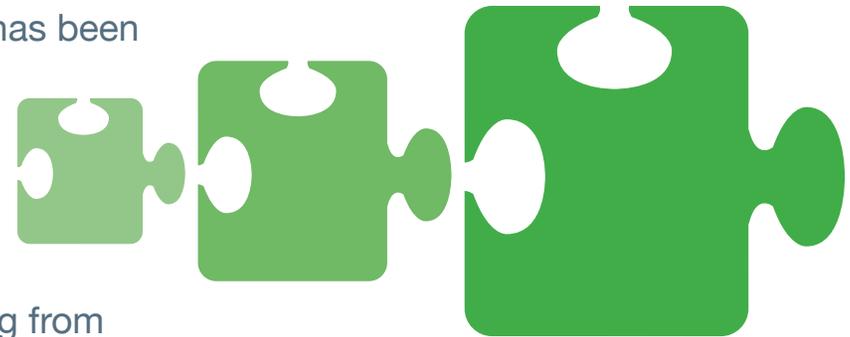
That is not to say that firms should run around trying to build a business model around every new innovation they see – that's how business cycle bubbles happen. **Using a TechCreative lens should actually work in the opposite manner; inserting practical business acumen into your creative process, and saving your firm from running down impossible rabbit holes, and reducing your time (and cost) to market.**

For example, industry observers report that counterfeiting costs the U.S. over \$200 billion annually. To counteract an increasingly savvy

criminal, the U.S. Mint has been taking dramatic steps to prevent falsification, using a creative lens to improve the technology of everything from their paper selection to embossing and integrating anti-counterfeiting devices into their new currency.

This holistic approach includes every element of the Techcreative process, from conception to

design to large scale production. And, because of its critical role in the international economy, these Techcreative teams need to be on the cutting edge of innovation.



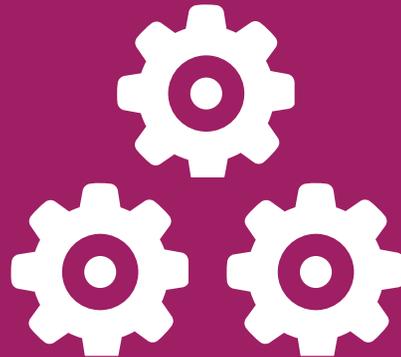
In the next section, we will walk through some real examples of businesses facing unique business challenges and adapting to this new TechCreative environment.



04

PROFILES OF TECHCREATIVES TODAY

CASE STUDIES:
TECHCREATIVES
IN ACTION





It's often easiest to see the TechCreative in action. This chapter includes three examples of firms that we have worked with, and those case studies we have admired in the press, who have adopted creative solutions to today's new business environment.

Case Study 1: A Leading Color System Launches a New Product

Client Company: Pantone

Industry: Color Communications for print, fashion, and home

Service Companies:

- Magicomm LLC: Strategy, Project Management & Programming
- Cole & Co.: Creative Services
- ColorCentric Corporation: Digital Print, Finishing & Mailing
- Goodway Graphics: Internet & Email Services



Background

Pantone LLC, a wholly owned subsidiary of X-Rite, Incorporated, is the world-renowned authority on color and provider of color systems and leading technology for the selection and accurate communication of color across a variety of industries.

The PANTONE® name is known worldwide as the standard language for color communication from designer to manufacturer to retailer to customer.



Pantone was launching a new product (ColorVision Spyder 2) to the creative market, including graphic designers, artists, and photographers. They contracted Magicomm, LLC to develop and manage the campaign launch, which was to include variable data print (VDP), email, personalized URLs, magazine ads, and trade show graphics.

Summary of the Problem

The Pantone team needed to generate buzz and sales during the launch to give this new product a jump-start into the



Techcreative Solution:

Part of the challenge lay in getting a variety of digital marketing and publishing tools to integrate smoothly during production. The tools these campaigns leveraged included:

- Adobe Creative Suite
 - Deployed to develop the graphics content, InDesign for graphic layout and Photoshop for image retouching.

market. They opted to use a variety of dynamic printed and digital material showcasing this new technology to the creative market, including designers, artists, and photographers. Magicomm assembled the team to

include printers, web developers, photographers, and designers (for both web and print) to address these requirements. Personnel from the technology providers, Xerox and XMPie, assisted in bringing the product to market.



TechCreative Solution:

- Xerox iGen3® using a DocuSP® RIP and Adobe Postscript®
 - Used to output the printed material.
- XMPie® PersonalEffect™
 - Used to generate the variable data print stream and the personalized URLs.
- Digital Camera
 - To shoot the models for the campaign.
- Email System
 - To deploy the supporting emails for the campaign.
- Microsoft Office
 - Manipulation of the databases and ongoing documentation.
- Mac, PC, and Smartphone code
 - The campaign outreach included both traditional PC coding, plus an understanding of smartphone operating systems to reach an increasingly mobile audience.



Additionally, one of the goals of the campaign was to prove that digital presses could produce the consistent quality required for high quality print production.

This broad range of tools required a variety of highly skilled personnel be used during the creative and production process. Due to the range of skills required, multiple companies were involved in the campaign. These teams worked together to create a multi-touch, multi-channel product launch...

...that included magazine ads, web assets, a multi-touch email nurturing campaign and a critical direct mail campaign to show off the value of the Spyder 2 and the color accuracy of the digital production press.

The skills and positions required to support this campaign included:

- Strategist for developing the direction and requirements for the campaign.
- Project Managers from each of the companies involved.
- Department Managers for each department involved, including print, finishing, programming, and creative development.
- Graphic Designers for both print and web.
- Photographers for capturing the dramatic images of the models.
- Digital press operators for printing and finishing.
- Database experts for processing the databases for production and mailing.
- Programmers for producing the personalized print and url's.
- Engineers (from Xerox) to ensure the iGen was in top condition.



Case Study 2: A Top Consumer Goods Provider Creates Embossed Executive Collateral

Company: Geiger Brothers

Industry: Consumer Goods



Background

Geiger is one of the largest family-owned and most respected companies in the promotional products industry and the largest privately held promotional products distributor in the world.

This materials broker provides all kinds of smaller apparel and gift items: from business collateral

to knickknacks, shirts and pens. On the TechCreative side, their experience is specific to physical technology, and what expertise is required to take images, colors, etc., and place them on a variety of different surfaces.

Summary of the Problem

A client specializing in Enterprise Performance Management and

Analytics came to Geiger looking for a way to brand itself to tech savvy, upper management personnel of prospective client firms, for example, when the company would interact with them at seminars, trade shows and other events.

The vehicle used needed to represent what the company...



...stands for – cutting edge technology and service, and also have the ability to deliver high performance results to a sophisticated client base.



Further, the solution had to incorporate a complex multi-color logo and be turned around in less than a week!



TechCreative Solution

The client's brand was ultimately attached to a cutting edge portable charger for smartphones and tablets – one that was small enough to fit in a pocket or briefcase. It was believed that the items were unique and valuable enough that they'd be enthusiastically received and used by a target audience that could easily afford the latest tech gadgets. The products were printed and shipped within 24 hours of proof approval.

The important note here is that while the project came together in a seamless manner, successfully completing this task required up-to-date product knowledge in an industry that's best characterized as one of constant change. The Geiger team needed to understand the trade show circuit, what collateral executives are interested in today, plus possess an in-depth knowledge of imprint processes which could accommodate the client's five color logo.



TechCreative Solution

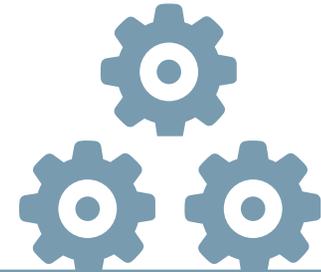
Finally, the Geiger team's quick solution highlighted their expertise in incorporating production partnerships with the ability to imprint - and deliver the products well ahead of standard production cycles in order to meet a hard deadline.

Results

Geiger's executive items were a huge hit. They made the desired impact and acted as a great 'door opener' for Geiger clients' sales personnel as they later



followed up with the recipients to set up appointments. The chargers were subsequently reordered not long after the first shipment was delivered.



Other departments that utilize TechCreative

At Geiger, most of their departments utilize some kind of Techcreative personnel, including their IT, Marketing, Human Resources and Safety teams.

Background

The collaborative economy has opened the door to a whole new way of thinking about producing and distributing products and services. Never before has there been the ability to seamlessly connect individuals in an organized, safe way - at scale.

New business Songs For Gifts leans on this approach by sourcing musical talent and connecting that talent to customers looking for a novelty gift. Potential customers filter their song selection by genre, listen to samples from various

Case Study 3: A Creative Start-Up Uses Drupal to Improve Margins

Client Company: Songs For Gifts

Industry: Start-up (Custom Written Songs)



artists, complete the customization form, and between 3 and 5 days later receive a completely original, custom song.

This provides talented artists a means to do what they love, while earning some additional income as well as delighting customers with something that lasts forever and is completely unique to them.

Summary of the Problem

Songs For Gifts operates at limited margins and needed a way to keep operations minimalized to ensure profitability. Research had shown that \$99 was the upper limit for pricing a custom song and the minimum required by an artist to write the song was pushing right against that limit. As a result, the...



...fledgling business faced two main problems:

First, operations needed to be seamless and cost effective. Any extra time spent by staff managing communications between the client and the artist resulted in business-model breaking costs.

Second, this dramatic pricing pressure did not leave a lot of room for marketing dollars. Thus, the business needed to address a core challenge: How to design a digital business model to incorporate marketing directly into the process to gain organic growth, rather than spending a lot on advertising?



TechCreative Solution

The team utilized a combination of a content marketing system, marketing automation, and integrated social media to develop a self-sustaining, self-promoting song producing machine.

Utilizing the Drupal Content Management System (CMS), the company used intimate knowledge of online software to create a self-serve website with two different “roles” - one for the customer and another where the artist can manage their songs.

Using this programming:

- Customers can order and download their songs, manage preferences, or check on a status.
- Artists are able to view recent orders placed and upload completed songs.
- Email notifications are triggered upon new orders as well as completed orders with automated follow-up for feedback.



TechCreative Soluton

Further, to share the song with the gift recipient, users create an e-card that was built for the specific purpose of easy sharing across social media.

Results

The integration of those three elements, CMS, Marketing Automation, and proactive sharing via the e-card has resulted in an almost touch-free business model.

This approach cleverly allowed the new business to leverage social sharing and other crowd-sourcing tools to create their own demand curve. Further, an intelligent approach to development and design meant that the website itself performs a good deal of traditional customer service roles, reducing administrative costs and increasing business efficiency.



Less than 4 hours per week are needed to manage the website and marketing materials.

Further, completed songs are shared an average of 40 times, often with a follow-up purchase.



OPERATIONAL  CHALLENGES OF A
TECHCREATIVE TEAM

Because the TechCreative role represents a departure from more traditional roles, your new team may face some operational challenges as they get up and running.

In our experience, these concerns fall into twelve main categories:

1. **Limited Resources**
2. **Broad range of technologies and skills required that are unique to specific media**
3. **Vendors who don't have complementary technology**
4. **Managing multiple projects and project phases at once**
5. **Understanding the capabilities of your vendors**
6. **Making sure your vendors are not outsourcing to a third- or fourth-party (or at least, keeping an eye on quality control, price considerations and delivery schedules)**
7. **Limited technology or capacity**
8. **Technology silos: Especially in larger companies, often databases and other systems don't communicate with one another, making information transfer difficult, if not impossible.**



9. **Controlling price and/or quality**
10. **Remaining mindful of brand standards while trying new creative activities**
11. **C-suite buy in for new investments into technology or personnel**
12. **Environmental and ethical implications of outsourcing offshore, and the consequent cost to your brand if you get it wrong (such as Nike or Walmart)**



Clearly, there is no way to accurately predict or counteract every possible TechCreative concern. However, knowledge is the first step toward being able to appropriately meet these challenges. Arm yourself to watch for these challenges in your new TechCreative process, and have a plan in place to address these problems as they come.



06

HIRING A TECHCREATIVE



KEY ATTRIBUTES
OF A TECHCREATIVE

As this is an evolving role, it's unlikely that you are going to come across a resume that highlights your prospective employee's TechCreative attributes. Instead, **think about looking for a new hire that possesses a variety of critical skills necessary to build your team.** Here are some specific indicators you should be looking for during the interview process:

Detail-orientation

Many TechCreative projects operate on multiple channels, and there are nearly always a number of moving parts (or partners) involved in a project. Without a details-oriented individual, you risk someone missing elements required to complete your project in a timely fashion or lacking the ability to see – and address – any roadblocks that may arise.

While it's easy to say that you are looking for an expert in details, it can be hard to tell if you have one of these individuals standing in front of you. Here are some questions that you can use to tease out whether someone can manage projects on multiple levels or not:

1. How do you keep the money in your wallet (or clothes in your closet)? What you are looking for here is a process of some sort, and not, say, that they keep a random assortment of dollars rolled in their pocket.

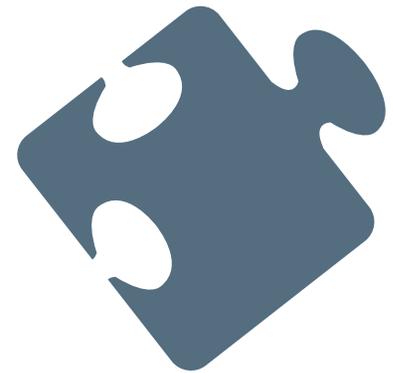


2. If you have a hobby, how do you manage your equipment or work area? The process or system doesn't need to make sense to you, but it should be a clearly delineated system.
3. Have you ever had to arrange a party or family dinner? Describe how you went about that process. Here, you are looking for an orderly, neat approach that involves requirements-gathering and planning, rather than an ad hoc strategy that doesn't work.

Problem solving skills

The TechCreative needs to have a myriad of skills to understand a problem and know enough about general technology (or one specific element) to recommend a solution given the constraints at hand. There are a few routes you might take to discern if your candidate possesses problem-solving skills, including:

1. Ask the candidate to outline a problem and have them come up with a solution. Here, you are looking for someone who understands timelines, constraints, creativity.
2. Ask about a history of how they have solved a problem in the past, and walk through the steps they took to solve them. One important tip: After your interview, make sure to follow up on their references to verify that's how they solved that particular problem.



3. Look for an experience in their life where they faced a severe challenge (volunteering in Haiti or facing a new project with aggressive deadlines and few resources) and little to work with, and then walk through how they solved their need.

Can absorb a concept from customer/client and translate it into a finished product or process

This skill set is at the crux of the TechCreative's personality. **You are looking for someone who understands the subjective reasons to push for a project, but also looks for the objective, practical ways to follow through on your idea.** Often, it will take someone with the political acumen to get work done from both internal and external parties.

A TechCreative will often liaise with a variety of roles in your company, from business owners to product managers and database programmers, etc., so he/she needs the ability to position the “big” picture with the C-suite, but earn credibility with your developers or line managers by understanding their concerns and speaking at their level. Here are some ways to vet this process-orientation:

1. Who are hard examples of other innovators that you admire? You are looking for someone who recognizes the same kind of expertise that you require.



2. How did you handle a specific scenario when you were asked to do something that had never been done before? Ask about the history of past projects to see if your candidate has previously displayed the ability to take a new project and follow it through to fruition.
3. Utilize a case study: If I had \$30,000 to pitch a product, and I wanted the most people possible to know about it, what would you do? Sometimes, understanding someone's thought process is the best way to see if they have these skills.

Note: You're not trying to stump your interviewee, so make sure to craft your questions in a way that your prospect can answer. (For example, if the candidate is an engineer and not a marketer, ask about taking the same amount of money to make a scratch-proof camera lens instead.)

A strong work ethic that includes loyalty and commitment



You want to look for character markers that indicate that “showing up” deeply matters to your prospective employee and that they have a passion for their work. In a long-term project, often your TechCreative is one cog in a multi-channel wheel, but you want to look for individuals who understand all the areas of responsibility (KRAs) and take ownership for finishing the project. It is also important that the candidate is able to communicate effectively.

Here are some questions that will help paint a picture of your candidate's commitment to their team:

1. Do you have a mentor? Look for someone who actively sought to make connections with other inspirational leaders around him/her.
2. Describe any team sports, volunteerism or military service in your past? Are you still in contact with your past teammates or brothers? What was your role in the team? From these answers, you can extrapolate the level of involvement the candidate had with his/her team. People who make (and maintain) deep team connections will presumably have put a good deal of time and effort into their team and relationships.
3. What was your opinion of your past work experience? Look for someone who can express dedication and positivity, even in roles he/she has clearly moved beyond.

A clear passion and expertise for at least one technology sector and the processes involved

You are looking for candidates so invested in a process or technology that they read about it in their spare time to stay current on what trends are happening in their core specialization.



It's important to note that TechCreative teams also must maintain a thirst for knowledge, as technology is always rapidly advancing around us.

Having an asset that understands what's cool now will keep your firm on the cutting edge of the business curve.

This is the kind of candidate that will overcome any obstacle to follow the project to fruition. To parse out your candidate's passion, you want to find questions that will elicit an energetic response. Some ideas:

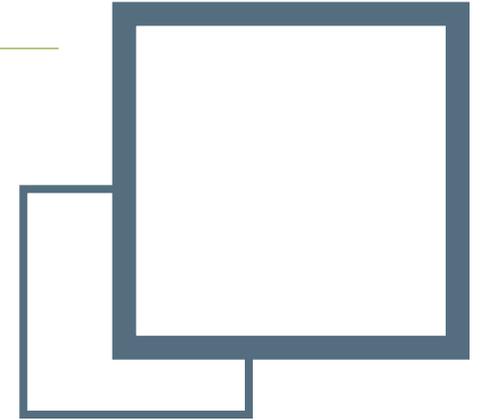
1. Describe a situation where you started talking about something and “surfaced” three hours later, with no idea of how much time had gone by. Ask more ideas about this topic and look for how the candidate engaged you in the discussion.
2. In the past three years, what are projects that you love so much you couldn't put them down. Check to see if the candidate can translate personal energy into his/her work life.
3. Name three trends that you see are coming together that you're curious to see how they interact. This kind of questioning will pull out your candidate's level of insight and connection to his/her environment – is there clear pattern recognition?



Understands the potential to scale your product

Scalability is the key to making true profits in the business world. While not all of your Techcreative assets will possess this forward-looking skill, look for ones who can – they will help you set your business apart. Here are some questions that will identify this spark:

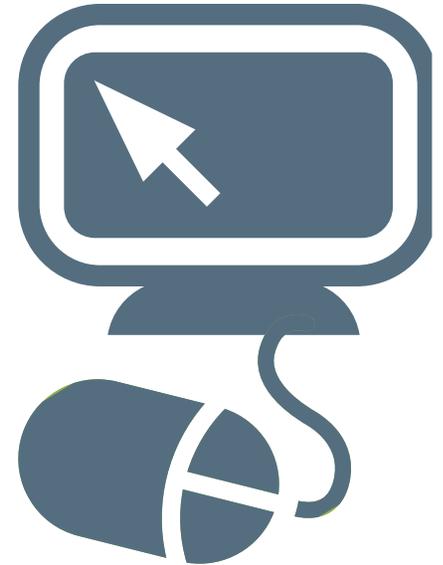
1. Have you ever made a suggestion to improve your work environment? Was that change accepted? You are looking for someone who understands the full scale of process.
2. What product today do you think could be made better, cheaper or faster?
3. Describe a scenario when someone took something you were repeatedly doing and improved it. What happened? A good candidate will not only make suggestions, but proactively work with others to improve processes.



Some technology expertise

This is a slightly more specific, practical skill set to ensure your prospect can execute the role you are hiring him/her for. Depending on the industry, ask hard, practical questions about the specific topic, including:

1. Why is this technology necessary for successful completion of the assignment?
2. How do you see the evolution of your tools or sector?
3. Where is this sector or technology headed?
4. How would you improve the current tools today?



TECHCREATIVE IS ABOUT BUSINESS RESULTS



Whether you know it or not, you are already a part of the TechCreative movement. From watching streaming videos, connecting with high school friends on social media, getting crowd-sourced directions while driving, or even possibly buying a new shirt built by a 3D printer, you interact with new tools built by TechCreative teams all day, every day. But, TechCreative is not just about watching people use cool, cutting-edge technology.

For firms we work with, it's about business results.

At the intersection of tech and creative lies the margin – where firms that are first to innovate or connect with a new audience have shown truly remarkable business results. As a result, our business has spent the past ten years focused on providing solutions to help companies facing these challenges to explore their own TechCreative opportunities – and it has been exciting to coin this term and watch it evolve.

In this book, we have reviewed the brave new world of TechCreative, positioned the business rationale for adopting TechCreative staffing practices and showcased three interesting firms: Pantone, Geiger Brothers and Songs For Gifts who have created three very different, yet innovative approaches to business in the digital world using new technologies and a little out-of-the box thinking. Explore many other case studies on our website: TechCreative.com

We want to hear from you. Every month, we will be publishing a new case study of TechCreatives in action. If you would like to submit your innovative TechCreative challenges and solutions, [click here](#) and we will be happy to help you publish it.



ABOUT SEMPER

Semper was founded and is staffed by professionals who were raised and trained in the graphic arts and staffing industries; people who understand the innate needs and demands of the profession. Since 1994, Semper has provided staffing solutions: flex, flex to hire, and direct hire, from design to press to finishing. Our efficient, reliable business model has helped transform how a wide range of print and graphics companies, large and small, fill important roles or stretch production capacity.

The Semper team constantly monitors job market trends in the industry. They understood the changes that occurred in job responsibilities when electronic prepress replaced the typesetter and mechanicals, and similarly understand the impact trends such as direct-to-plate and digital print have on staffing. Semper foresees a time when most correspondence occurs via electronic media rather than on paper. We can help companies face the changes that are to come.

To provide career growth, Semper offers Semper University, an online training program for its employees to help prepare conventional printing professionals for upcoming changes in the industry. Realizing how the Internet is revolutionizing the industry, Semper also works with the most talented web designers, graphic designers, desktop publishers and production managers.

The company's name was derived from the Latin root, semper: always. For us, Semper literally means always being there for our clients. Many of our clients have been so impressed with the quality of our flex staffing, that we are providing assistance with roles that were not originally our area of focus, such as administrative and business operations.

Whether you are big or small, an employer or a job seeker, Semper is always here to help you reach your goals. Our new logo, with an exclamation point, is a visual translation of our never-ending enthusiasm for our business. We are always excited about what we do for every client -- and our employees. Our results have astonished customers.



Semper International's New Staffing Trend: **Meet the techcreative**

