

crystal  $\Sigma$  quation

Building Trust  
is Our Solution

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[crystalequation.com](http://crystalequation.com)





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## Crystal Equation

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**Blog:**

 [crystalequation.com/insights](http://crystalequation.com/insights)

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## Contact me!

**Julie Selders**, Vice President

[jselders@crystalequation.com](mailto:jselders@crystalequation.com) | 847-715-0453



## About Us:

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In general mathematics, the Sigma is an operator for summation. The Sigma equals the sum of our team.

**Crystal** = Clarity and energy

**Equation** = Our solution of building trust.

We develop relationships. Every good personal or business relationship is built over time through the inclusion of ideas, consistency in approach, and adapting to change. We are helpful, engaging, caring, collaborative and friendly. This is how we engage others to build trust. We recognize the importance of a welcoming atmosphere, transparency, open communication, reliability, comradery, empathy and kindness. This is what we hope to achieve in a trusting relationship.

## Certifications/Affiliations:

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Founded in 2006, Crystal Equation provides contract staffing, direct hiring and managed services for a wide range of businesses, including Fortune 500 companies. Professionals looking to advance their careers find unique positions at Crystal Equation, and enjoy reliability, open communication and ongoing support.

## Core Values

- Community
- Curiosity
- Change
- Communication

**Crystal Equation** is a certified Women Business Enterprise (WBE) through WBENC (Women Business Enterprise National Council) and NWBOC (National Women Business Owners Corporation).

## Mission:

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To empower people and advance technology initiatives by building trust.

## Vision:

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To become a nationwide leader in advancing technology initiatives by nurturing relationships, adapting to change, and embracing transparent communication. To exceed expectations by empowering diverse people and organizations through inclusion, engagement and teamwork.



## Our Commitment

Crystal Equation is committed to empowering staff and candidates to advance technology initiatives for clients by building trust. **We will:**

- Engage others to promote teamwork
- Actively listen and establish transparent communication
- Adapt to needs through collaboration
- Match skillsets and experience to advance technology initiatives
- Follow up and follow through to develop long term relationships

## Diversity and Inclusion

Crystal Equation has signed on to the nationwide CEO ACTION Pledge to act on supporting more inclusive workplaces. In addition to adherence to the CE Diversity and Inclusion Policy, this pledge outlines specific commitments toward:

- Fostering complex conversations about diversity and inclusion
- Implementing and expanding unconscious bias education
- Sharing best practices
- Tracking progress while sharing updates on efforts across the company.

When people feel respected and included, they can be more creative, innovative and successful. Embracing diversity in age, gender identity, race, and ethnicity, empowers staff to accomplish goals through the inclusion of unique perspectives.

[Learn More](#)

“My favorite part about working at Crystal Equation is working with great helpful people who have welcomed me with open arms to be a successful recruiter.”

– Akash Sheth, Recruiter



Click the button to the left to learn more about Crystal Equation's Inclusion, Diversity, Equity and Advancement (IDEA) Committee!

# Creative Marketing Roles

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Crystal Equation advances business initiatives by identifying and placing professionals within the field of creative marketing.

## Let us find the right professional:

- Jr Art Director/Jr Copywriter
- Art Director/Copywriter
- Creative Director
- Designer
- Sr Designer
- Business Affairs Manager
- Editor
- Ops Manager
- Producer
- Sr Producer
- Production Strategist
- Program Manager

Within this field, we understand the need for collaboration in order to properly identify individuals with the unique experience and creativity needed to properly communicate your brand.

[Schedule a Discussion](#)





## Contract Staffing

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Crystal Equation provides contract staffing services, where individuals are hired on a fixed-term or project-based arrangement. Throughout the period of the contract, all hired contractors serve as Crystal Equation employees. For all contracted positions, Crystal Equation provides:

- Coordination of full benefits for all contractors, including Medical, Dental, Vision, 401k, time off according to state guidelines and more
- Payroll management
- Performance evaluations, communications and guidance
- Onboarding training and support
- Offboarding documentation and support

Based on skills and experience, Crystal Equation identifies candidates best-suited to meet the needs of clients. Contractors may work on-site or remotely, depending on need. With years of experience, Crystal Equation is dedicated to inclusive hiring practices that bring diverse skill sets to teams. All contractors are hired on an hourly billing basis, with a mutually agreed upon length of contract.

### Contract Staffing/Staff Augmentation process

1. Client identifies need to complete critical work
2. Client and CE collaborate to customize hiring process
3. CE provides qualified candidates
4. The right candidate is placed and contracted through CE

### Contract to Permanent Placement

When a client decides to retain a contractor as a permanent employee, Crystal Equation provides the support necessary to make this transition.

[Request Services](#)





## Direct Hiring Services

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Crystal Equation provides direct hiring services for clients wishing to efficiently match skills and expertise necessary for its full time positions. As business initiatives continue to evolve, focusing on employee longevity through full time employment while embracing inclusive hiring practices are key reasons for partnering with Crystal Equation. Benefits of direct hiring with Crystal Equation include:

- Enhanced ability to match skillsets and experience to positions through a diverse talent pool
- Reduction in time and expense toward identifying and recruiting talent
- Budget transparency through up front pricing
- Shortened time frame for position fulfillment
- Simplification of the hiring process

Once a candidate is placed through the direct hiring process, Crystal Equation charges a one-time placement fee. The recruitment process for that position is concluded, and Crystal Equation remains available for clients for any future positions to be filled through the direct hiring process.

## Direct Hiring Process

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1. Client identifies need for full time employee to achieve delivery goals
2. Client and CE collaborate to customize hiring process
3. Crystal Equation identifies appropriate candidates to fulfill needs of the business
4. The right full time candidate is hired by the client

[Request Services](#)

## Empowering People

Crystal Equation builds trust with candidates and staff through professionalism, transparent communication and ongoing support. Finding the ideal situation for each individual through honest feedback and genuine care is key to developing trusting relationships. Through Crystal Equation, candidates have access to a diverse array of startups to Fortune 500 companies, enabling them to choose their area of interest.

As Crystal Equation moves forward, it is committed to the promotion of inclusive practices while embracing diverse viewpoints. The inclusion of ideas, needs and desires begins with two-way communication. Crystal Equation continues to build its systems of communication through automated technology, but also recognizes the importance of picking up the phone to have real conversations. Embracing honest feedback is vital to the formation of impactful solutions.



## How do we Empower People?

Through consistent, inclusive and adaptable processes, Crystal Equation collaborates with candidates to provide:

- Appropriate roles based on skills and expertise
- Ongoing training, tools and resources necessary for success
- Transparent communication and honest feedback
- Niche opportunities through a diverse client base
- Benefits including time off, Medical, Dental, Vision, 401k and more

“From day one, our Recruiters are immersed into the Crystal Equation values of building trust through transparent communication, adapting to change, continuing the search for expanded opportunities and building a sense of community.”

– **Julie Selders**

*Vice President*

[Search Positions](#)



## Crystal Solutions: Managed Services

Crystal Equation serves as the Managed Services Provider (MSP) for clients through a service-level agreement that states the performance and quality metrics to be met throughout the relationship. Through Managed Services, businesses increase access to diverse skills and knowledge, reduce costs, improve efficiency, avoid complexities and increase transparency in reporting.

### Types of Services offered

Managed Services may be initiated to achieve a variety of functions, including:

- **Data Services:** Our mission is to provide data consultancy, data engineering & product analytics as a service to empower teams to get the most insight from their data and bring more visibility at the org level.
- **BI (Business Intelligence) Platform Integration/Management:** Providing customers with industry leading BI application deployment, support, automation and security.
- **Data Operations:** Developing engineering products and solutions specialized to drive efficiency in data operations. Our work enables engineers to deliver data faster and more reliably across data warehouses.
- **Database Engineering:** Specializes in performance, high availability and growth demand. We support database system operation and daily maintenance by building code and automation, which optimizes database administration and management. We also build DaaS solutions to better suit our end customer needs and provide them with on-demand products.

For all Managed Service positions, Crystal Equation provides full support from start to finish, including onboarding training and support, payroll management, coordination of benefits, performance evaluations, communications and guidance, and offboarding documentation and support.

“While Crystal Equation is not only a top 3 supplier for the CWX Meta Program, they also provide excellent customer support and relationship building with our PMO. They have been a great partner with our program since Go-Live and continue to expand their reach and continuously provide great candidates and service to the business; they have quickly become one of our most trusted suppliers.”

– Ashton L.,  
*Allegis Global Solutions*

[Request Services](#)

# Advancing Technology Initiatives

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Crystal Equation builds trust with clients through active identification of needs, appropriate placing of skills and expertise and ongoing communication efforts. Candidates are pre-screened to ensure an appropriate fit, and Crystal Equation employees actively pursue feedback to establish transparency in each partnership. Through a vast network of candidates, Crystal Equation locates “hard to find” talent and provides 24/7 support to ensure advancement of technology initiatives. As each relationship develops, Crystal Equation collaborates with clients to implement time and cost reduction strategies.

## How do we Advance Technology Initiatives?

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Through consistent, inclusive and adaptable processes, Crystal Equation has built trusting relationships with a diverse range of clients, from startups to Fortune 500 companies. Clients include technology companies, social media companies, marketing and design companies and many more. Crystal Equation collaborates with clients to provide:

- Identification of client initiatives
- Submission of appropriate candidates based on skills and expertise
- Ongoing partnership from submittal to placement
- Transparent communication and honest feedback
- Automation of processes through technology

Who We Recruit



## Meet the Leadership

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**Christine Terman, *President and CEO***

As Chief Executive Officer, Christine is responsible for all business operations, marketing, strategy, financing, creation of company culture, human resources, sales and public relations at Crystal Equation Corporation. She has more than 30 years of experience in business operations and strategic development, applying her experience and personable demeanor to create lasting relationships through the years. Prior to Crystal Equation, she served as partner, COO and VP of sales at Chemtech Ltd. Her ability to navigate through change and adapt to the needs of staff, candidates and clients has proven integral to her success. She is dedicated to building trust with anyone she encounters through transparency in communication, active listening and empowering others to create positive solutions. Christine enjoys dinners with friends, traveling, working out and exploring new cultures/ways of life.



**Julie Selders, *Vice President***

Julie is an accomplished business development leader with over 15 years of experience in the staffing industry. As Crystal Equation's Vice President, Julie is responsible for diversifying Crystal Equation's customer base through relationship building with some of the most sought-after companies in the world. She is also responsible for overall management of Crystal Equation's sales and account management teams, executing strategic efforts for relationship development. Julie started with the company in 2005 as a recruiter and quickly advanced within the company taking on such roles as manager of recruiting, manager of strategic alliances and principal of strategic marketing. She enjoys sports including tennis, skiing, snorkeling, painting, Hallmark movies and traveling with family.

Meet the Team



# Contact Us!

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We empower  
people and  
advance  
technology  
initiatives by  
building trust.

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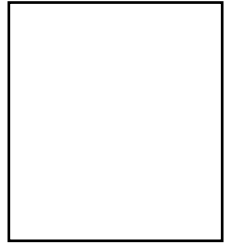
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