

Highsman Achieves Peace of Mind with Genesis Global EOR Services

[Highsman](#), positioned at the intersection of sports and cannabis, is the official lifestyle brand of entrepreneur, thought leader, and one of the most electric NFL running backs of the century, Ricky Williams. Featuring an innovative line of personally curated cannabis, apparel, and accessories, Highsman was created to “Spark Greatness™ — no matter how you define it.”

Launched in 2021, Highsman is a lean yet fast-growing startup that is headquartered in California but with a nationwide workforce. As with most early-stage companies, team members wear many hats to run and grow the business. Highsman was no exception. According to Eric Hammond, Highsman CEO & Co-founder, “Part of being successful is understanding the must-haves and the nice-to-haves for the success of the business. Legal, finance, marketing, these are must-haves. In the early days, benefits, onboarding, and HR-related tasks are nice-to-haves. We didn’t have an HR expert – the responsibility was absorbed by who could handle it at the time. We got by but there wasn’t an expertise.”

But as Highsman grew, they knew they needed proper onboarding and benefits, as well as deep knowledge of workforce guidelines that can vary dramatically by state, especially with the growth of “in-market” contracting hires. Workforce rules and regulation compliance, especially at the state level, had now become a must-have.

Enter Genesis Global

Highsman now uses [Genesis Global Employer of Record](#) (EOR) services to manage all their HR and payroll activities, including the all-important state-specific workforce management. “Genesis Global EOR will be very strategic for us as we grow and scale rapidly across the country,” said Eric. “Having the expertise and support of Genesis means I don’t need to build out an HR function but can focus instead on hires to build the business and revenue. And that’s peace of mind.”

The biggest value Genesis brings to Highsman? Time savings. Time is money and for a fast-moving startup that’s really the most important thing. The second biggest benefit? A high level of comfort. According to Eric, “I feel protected. I know I can trust and rely on Genesis Global EOR for workforce management and compliance, and payroll functions. My team and I don’t need to be an expert in these areas and can instead focus on growing the business.”

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– Eric Hammond, CEO & Co-founder, Highsman

Partner for Growth

Genesis develops long-term relationships with its clients based on trust and service.

“When I partner with an organization, I expect them to be a good steward of my business and a representative of my brand. A year in, it’s been a great experience with the Genesis team. The support and access to everyone I need to reach on the team has been great. I expect to partner with Genesis Global for the long term,” said Eric.

With nearly 25 years in the staffing business, Genesis has exposure to and relationships with the “best of the best” human capital in emerging technologies. With this breadth of expertise, Genesis Global can meet any type of resource needs, from traditional direct talent placement, to technical staff augmentation to strategic professional services.

[Contact us](#) if you would like to discuss how we can partner with you to provide our [EOR services](#).
Or call (954) 433-5397.

www.genesis-global.com/