

# ZeroSpace Scales to the Stars with Genesis Global EOR Partnership

ZeroSpace is a next-gen production and creative studio specializing in the integration of virtual and live content. They are building the studio model of the future—one of the only studios in the world leveraging technologies like virtual production, motion capture, volumetric capture, photogrammetry, AI, AR & VR, digital avatars and much more, all under one roof. They have evolved rapidly from an award-winning immersive venue in 2019 into a premier production and entertainment center. ZeroSpace provides rentable studio space for film shoots, as well as live broadcast production, working with large TV and movie studios, as well as the biggest brands in the world on first-of-their-kind projects.

With this growth and success comes the need to grow and staff the company. Prior to working with [Genesis Global](#), ZeroSpace CEO Jon Kreutzer was spending an inordinate amount of time on-boarding the company's new full-time and contract employees. And although ZeroSpace was working with a third-party payroll and benefits management provider, the vendor wasn't able to offload enough responsibilities and tasks from Jon, and became another entity that he had to spend time managing and addressing issues. According to Jon, "When you're a sub-ten-person startup, managing payroll is feasible, but once you get to 25+ plus employees, it takes time away from focusing on growing and scaling your business."

## Enter Genesis Global

To help offload these day-to-day workforce management tasks, Jon turned to Genesis Global Workforce Solutions and its employer-of-record (EOR) solution. Using the Genesis EOR solution, Jon has now been able to offload onboarding, benefits management and payroll for ZeroSpace's growing workforce of full-time and contingent employees. The Genesis team's commitment to flexibility and partnership has been a huge benefit to ZeroSpace and peace of mind for Jon. "The bandwidth that the Genesis team has freed up by taking all the HR and payroll administration and onboarding off my plate is game-changing. I can now focus on generating revenue and growing and scaling the business, while knowing that my workforce tasks are being handled properly and professionally."

## Z E R O S P A C E

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– **Jon Kreutzer**  
CEO, ZeroSpace

Additionally, Jon knows his dedicated Genesis team is always there to help. Previously, he had to tackle questions that weren't exactly in his area of expertise and then spend a significant amount of time understanding and addressing. According to Jon, "Prior to working with Genesis Global, questions would come up such as figuring out state versus federal tax withholding, and it was all on me to figure it out the issue. That is not necessarily in my core base of knowledge, so I had to spend a lot of time understanding and resolving these sorts of workforce administrative issues instead of on growing our company. Now I have the confidence to hand this off to the Genesis team, and it's been amazing."

## Partner for Growth

Genesis develops long-term relationships with its clients based on trust and service. "Everyone we've worked with from the Genesis Global team has made the process smooth and easy and we look forward to growing and scaling with them," said Jon.

With 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 workforce solutions to traditional direct talent placement, technical staff augmentation and strategic professional services.

[Contact us](#) if you would like to discuss how we can partner with you to help accelerate your business with technology, innovation and service. Or call (888) 581-3910.

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