



WE LOVE
WHAT WE DO • WE LOVE
WHO WE SERVE

KFORCE[®] MEDIA KIT



[KFORCE.COM/NEWSROOM](https://www.kforce.com/newsroom)

BRAND STORY

*WE ARE A PROFESSIONAL SOLUTIONS FIRM MATCHING DYNAMIC,
CUTTING-EDGE COMPANIES WITH INNOVATORS, CREATORS AND EXPERTS.*

MISSION

Uniting Professionals To Achieve Success Through Lasting Personal Relationships[®]

VISION

To Have A Meaningful Impact On All The Lives We Serve[®]

BRAND PROMISE

Great Results Through Strategic Partnership And Knowledge Sharing[®]

TAGLINE

We Love What We Do. We Love Who We Serve.[®]



CORE VALUES

RESPECT, INTEGRITY, TRUST, EXCEPTIONAL SERVICE, COMMITMENT & FUN, STEWARDSHIP & COMMUNITY

MILESTONES

1962



Source Services Corporation was founded as a specialty Staffing Firm

1966



Romac & Associates established as a Franchise Organization

1995



Traded on Nasdaq as Initial Public Offering (IPO)

1998



Acquired Sources Services Corporation

2001



Corporate name change to Kforce Inc.

2007



Reached \$1 Billion in unaudited annual revenues for the first time

2012



Celebrated 50th anniversary

2016



Ranked in top 5 largest IT and Finance & Accounting staffing firms in the U.S. by Staffing Industry Analysts

2018



Ranked in top 5 Best Professional Search Firms by Forbes for second consecutive year

2018



Refreshed mission, vision, brand promise and tagline

2019



Named #1 most recognized staffing firm among technology consultants by Staffing Industry Analysts

2019



Recognized by FORTUNE as a Best Workplace in Consulting and Professional Services

2020



Won Best of Staffing for Client satisfaction for second consecutive year

2020



Won Best of Staffing for Talent satisfaction for fifth consecutive year

WHY KFORCE

WE PARTNER WITH ORGANIZATIONS TO UNDERSTAND THEIR INDUSTRY'S DISTINCT TECHNOLOGY AND FINANCE & ACCOUNTING NEEDS.



HEALTHCARE



COMMUNICATIONS
& ENTERTAINMENT



FINANCIAL SERVICES



TECHNOLOGY

OFFERINGS



ADVANCED SERVICES

We build and manage elite teams in technology and finance & accounting. Our suite of solutions have enabled our customers to achieve powerful results in the areas of application services, user experience, business intelligence, health care services and managed teams.



KFORCE GLOBAL SOLUTIONS®

Our talent exceeds boundaries. As an industry-leading solution, Kforce provides on-demand access to international talent through direct and indirect channels. Kforce Global Solutions® attracts talent through a fully compliant acquisition process that reduces client risk, so their business can focus on other demanding priorities.

CORPORATE SOCIAL RESPONSIBILITY



Our corporate social responsibility (CSR) efforts are driven by one singular focus:

Empowering People Through Knowledge Sharing[®]

We believe that by sharing the expertise we've gained over decades in the staffing and solutions industry, we can empower people through all stages of life and make a difference in our communities.

AREAS OF IMPACT



COMMUNITY ENGAGEMENT

To have a meaningful impact on all the lives we serve[®], Kforce partners with organizations aligned with our stewardship pillars of education, community development and human services. Our national partners are:



KFORCE DAY OF GIVING

In addition to national partnerships, associates are encouraged to give back to their local community.

Each year, associates take time out of their day to volunteer at firm-facilitated community service events. Since 2018, Day of Giving has expanded beyond Kforce's Tampa headquarters to include our offices across the country. In 2019, a total of 1,406 employees answered the call to serve resulting in 3,953 hours volunteered across 65 events.





ENVIRONMENT

We aim to minimize our impact on the environment by reducing, reusing, recycling and increasing our responsible sourcing efforts. By being mindful of our impact and seizing every opportunity to be eco-friendly, we've made significant strides in these areas.



*Kforce Headquarters
earned the ENERGY
STAR® Certification
in 2020*



Reduce

By providing the flexibility to work from home for our 750 employees at our corporate headquarters, we are saving roughly 22,500 miles driven annually, diminishing the amount of carbon dioxide emissions.



Reuse

Our firm reuses materials whenever possible by donating electronic items that are no longer needed to local charities rather than disposing of these potentially hazardous and nonbiodegradable materials into a landfill.



Responsible Sourcing

With paper accounting for over 25% of landfill waste, we use recycled paper products whenever possible and our manufactured paper meets Sustainable Forestry Initiative (SFI) certified sourcing standards.



Recycle

We encourage employees to conserve resources and recycle post-consumer waste by providing recycling containers for paper, plastic, aluminum cans and cardboard in our offices. Our firm also uses building products with high recycled content.



GOVERNANCE

Kforce is dedicated to integrity, accountability and transparency in all that we do. While creating value for shareholders, our leadership team delivers a proactive and unwavering approach to evolving our business practices, policies and investments in the communities we serve.



EXECUTIVE LEADERSHIP



DAVID DUNKEL
CHIEF EXECUTIVE OFFICER & CHAIRMAN

David Dunkel serves as Kforce's Chairman and CEO. Mr. Dunkel has been associated with Kforce for most of his professional career and has been at the helm of the firm for more than 30 years. Previously, Mr. Dunkel worked as an accountant for PricewaterhouseCoopers, formerly Coopers & Lybrand, Boston. He has been listed in SIA's Staffing Hall of Fame since 2016.



JOSEPH LIBERATORE
PRESIDENT

Joseph Liberatore serves as Kforce's President. Mr. Liberatore joined Kforce in 1988 and served as Chief Financial Officer before being named President in 2012. He was named Florida Personnel Consultant Rookie of the Year in 1989. In June 1999, he served as president of Kforce Interactive. As president of the interactive division, Mr. Liberatore was tasked with leading the transformation of the Kforce business model by blending and leveraging the competitive advantages of traditional staffing methodologies and emerging web-based technologies.



DAVID KELLY
CHIEF FINANCIAL OFFICER

David Kelly serves as Kforce's Chief Financial Officer. Mr. Kelly is responsible for Kforce's finance, accounting, treasury, legal, tax and insurance functions. Mr. Kelly joined Kforce in 2000 as group Finance Officer for the technology solutions practice. Prior to that, he held positions at companies that included Selkirk Financial Technologies and Komatsu America Corporation, where he served as Treasury Director and Vice President, Controller of the operating companies.



KYE MITCHELL
CHIEF OPERATIONS OFFICER

Ms. Mitchell joined Kforce through the acquisition of VistaRMS, a national IT consulting firm, where she was co-founder and president. In 2001, she led VistaRMS to become Inc. Magazine's #2 Fastest Growing Private Company. Ms. Mitchell has been named multiple times on both SIA's Staffing 100 and Global Power 150 – Women in Staffing lists.



MICHAEL BLACKMAN

CHIEF CORPORATE DEVELOPMENT OFFICER

Michael Blackman serves as Kforce's Chief Corporate Development Officer (CCDO). Mr. Blackman joined Kforce in 1992 and is a member of the firm's executive committee. As CCDO, he serves as the primary focal point for the firm with the Wall Street investment and banking communities, as well as playing a key role in aligning the firm with the ever-changing dynamics of the skilled labor markets. He is regularly sought out by a number of leading economists for his perspectives on the economy and labor markets and he contributes to several well-known economic reports. Previously at Kforce, Mr. Blackman served as Senior Vice President of Investor Relations, Director of Selection and as a Senior Consultant in the Health & Life Sciences division.



DENIS EDWARDS

CHIEF INFORMATION OFFICER

Denis Edwards serves as Kforce's Chief Information Officer. Mr. Edwards joined Kforce in October 2014. Prior to Kforce, he was Executive Vice President and Global Chief Information Officer for Edelman, the world's largest digital PR & marketing communications firm. Mr. Edwards also held the role of Global CIO for Manpowergroup and has held senior IT leadership roles at Marriott, PWC and KPMG. He has been consistently recognized for innovation in IT delivery by Information Week, Computer World, Forbes Magazine and Execrank.



DOUGLAS RICH

CHIEF OF STAFF

Douglas Rich serves as Chief of Staff. Mr. Rich has responsibility for Kforce's Enterprise Program Management Office (EPMO). His team is focused on the framework to capture and position execution of the firm's strategic vision and supporting strategies. Mr. Rich has over 18 years of experience with Kforce, including prior management positions with overall responsibility for human resources to include employee benefits, payroll, communications, internal staffing, training, facilities & logistics, real estate, procurement and license management. Prior to joining Kforce, Mr. Rich spent eight years in the United States Marine Corps as an infantry officer.



ANDREW THOMAS

CHIEF MARKETING OFFICER

Andrew Thomas serves as Kforce's Chief Marketing Officer. Mr. Thomas is responsible for communications & PR, digital strategy, creative services, consultant care, proposal services, training & development, human resources, compensation and benefits. He is focused on providing a "super-service" designed to drive revenue growth through delivering solutions that enhance the customer experience. Previously, Mr. Thomas served as the Executive Director of Kforce's Finance & Accounting product offering where he oversaw strategy, operating model and critical activities. Mr. Thomas plays a significant role in the firm's sales strategy, performance management and training efforts, having served on the Kforce executive committee for the past 12 years. He has been recognized as a 2019 Silver Stevie® Award winner for Marketing Executive of the Year.



MANISH MOHAN

CHIEF GLOBAL TALENT OFFICER

Manish Mohan serves as Kforce's Chief Global Talent Solutions Officer. Mr. Mohan joined Kforce in 2000 and is a member of the firm's executive committee. He is responsible for Kforce's global talent and client solutions functions. Mr. Mohan has over 25 years of experience in strategy, sales and operations at Kforce, PricewaterhouseCoopers and Bank of America. Since joining Kforce in 2000, he has led many initiatives including the inception of the global talent solutions team in 2009. He was recognized as an honoree in SIA's Staffing100 list, and his team has been recognized multiple times with team of the year awards.

BRAND GUIDELINES

STANDARD BLUE KFORCE LOGO

The logo should appear on a clear white background whenever possible. Other variations allow the logo to be placed on a background other than white.

KFORCE®

KFORCE®

The Kforce Grey Logo

The Kforce grey logo can be used in times when our logo needs to be paired with partner logos or needs to be portrayed in a more subtle manner.

KFORCE®

The Classic Kforce Logo

This Kforce logo should be slowly phased out and used on an as-needed basis. It can be used for historical representation of Kforce or to match or maintain materials that require the legacy logo, such as corporate signage.

CLEAR SPACE

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.



THE K ICON

In 2019, Kforce launched the KFORCEconnect mobile application. The app icon is known as the K box logo symbol where the classic Kforce K is located inside a solid graphic box. To ensure brand recognition in the app store, it is important that we leverage the K box logo symbol in other brand materials.



PRIMARY COLOR PALETTE




HEX 0066CC
RGB 09 102 204
CMYK 86 61 0 0
PANTONE 2175 C




HEX 00358E
RGB 0 53 142
CMYK 100 81 0 17
PANTONE 2146 C


ACCENT PALETTE




HEX 041E42
RGB 4 30 66
CMYK 100 72 0 73
PANTONE 282 C




HEX 00B7BD
RGB 0 183 189
CMYK 78 0 27 0
PANTONE 2397 C




HEX 56B7E6
RGB 86 183 230
CMYK 61 5 0 0
PANTONE 2190 C




HEX BAD9EB
RGB 185 217 235
CMYK 25 1 0 0
PANTONE 290 C



HEX D0D3C4
RGB 208 211 212
CMYK 14 7 4 0
PANTONE 427 C



HEX 7E7F74
RGB 126 127 116
CMYK 45 35 43 18
PANTONE 4278 C



HEX ffffff
RGB 255 255 255
CMYK 0 0 0 0

TAGLINES, COPYRIGHT AND MARKS

Kforce®

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KNOWLEDGEforce®

Empowering People Through Knowledge Sharing®

We Love What We Do.

We Love Who We Serve.®

Kforce Knowledge ProcessSM

Great results through strategic partnership and knowledge sharing®

Uniting Professionals To Achieve Success Through Lasting Personal Relationships®

To have a meaningful impact on all the lives we serve®

WRITTEN IDENTITY

When in its written form, Kforce® should always be represented as “Kforce” with a capitalized “K” and lowercase “force”. It should never be written as “Force”.