



SOC Description	% of 2021 Hires
17-2061 Computer Hardware Engineers	23.1%
17-2141 Mechanical Engineers	23.1%
17-2112 Industrial Engineers	19.2%
15-1256 Software Developers	15.4%
17-2071 Electrical Engineers	11.5%
11-9041 Architectural and Engineering Managers	3.8%
17-2199 Engineers, All Other*	3.8%

LABOR & LOCATION STRATEGY

Maximizing Talent Access & Relocation Impact

Consulting Services

CreateMe desired to open a prototype factory location in California's East/South Bay. It wanted to identify the optimal location within a reasonable distance of its headquarters, ensure significant access to a specialized labor pool, and limit attrition.

The Transwestern team conducted a workforce composition assessment customized to CreateMe's unique needs. This included developing a labor catchment model to determine the exact locations in the client's target area that would capture the highest volume of the specialized engineering talent within a set drive time. Additionally, a commute analysis and time-optimized center of gravity were explored to understand the magnitude of time-loss for the existing employees inter-site travel between the headquarters site and the new facility.

A balance of existing talent retention and future workforce attraction was achieved. Based on the team's recommendations and understanding of the accessibility of target workers and the impact on the current employees, CreateMe was able to confidently focus on the areas that provided the best outcome for its real estate search.