

## CLIENT STORY

# How Having a Trusted Partner Helped This Entrepreneur Get Better

**Founded:** May 2015 | **Headquarters:** New York, NY

DGital Media is an audio engagement company that partners with media brands to create, distribute and provide ad sales for spoken word audio products.



When Spencer Brown was looking to start a new company in 2015, one thing was clear – he wasn't going to do it without Insperity.

"In starting a new business and having all the things that one needs to worry about, I never considered starting it without Insperity," Spencer Brown, CEO of DGital Media

## HOW IT ALL BEGAN

Brown was introduced to Insperity in 2007 when a company he co-founded was acquired by Triton Media Group, which was already an Insperity client.

"From the moment that we joined Triton and became part of Insperity, we got the infrastructure that we needed to take us from a very well-performing midsize company to something a lot bigger," Brown said. The company increased from 213 to 608 employees over the course of five years.

## HELP DURING ACQUISITIONS

The company grew through a series of acquisitions, and Insperity was with it every step of the way to help make them work.

"Anytime you do an acquisition, there is a certain level of uncertainty that surrounds both the new employees and the old employees. And Insperity really helped that work, in terms of being able to integrate people quickly and making them comfortable.

"Quite frankly, Insperity brought a level of professionalism to our organization that made people believe correctly that we were an organized, winning company," Brown said.

Beyond the human resource administration, Insperity provided an analysis of what employment costs would be as they acquired new companies.

"An important part of any acquisition is understanding your expense structure," Brown said.

**"You want to eliminate things that can be eliminated in terms of cost. So with Insperity, we really knew what our cost would be on a per-employee basis."**

**- Spencer Brown, CEO of DGital Media**

Having first-class benefits that could be offered to its employees also helped the company attract and retain good employees.

"That was an important recruiting tool. Insperity helped us establish a company that was a terrific place for employees to work.

"At the end of the day, we got to focus on what we wanted to focus on, which was building a business without a lot of distractions that, while important and critical, weren't something that we knew a lot about."

### A TRUSTED ADVISOR

In addition to providing an immediate infrastructure for human resource administration and benefits for employees, Insperity's high-touch service helped Brown on a personal level when his company joined Triton.

"I'd never really had any mentors or anybody who could coach me up, and so I worked with an Insperity advisor who really became my chaperone and mentor within the larger company," he said. "It made me a better executive and a better leader. And that's probably not something Insperity necessarily sells to its client but it's something that they delivered on."

### A NEW VENTURE

So, in 2015 when Brown was looking for his next business venture, he knew he was going to want Insperity by his side when he made the leap.

**"I reached out to Insperity before we even started the company. Insperity was a key part of our plan, in terms of building this company and partnering with people who can help us establish the foundation and then grow the company. They were a founding partner, whether they know it or not."**

**- Spencer Brown**

Starting over with a new company, Brown looked to Insperity to help establish its employee practices from the very beginning.

"With DGital Media, we had the opportunity to set up the strategy within the company right from the outset," he said. "And Insperity has been really critical on helping us think through that and work through that."

### HOW THINGS HAVE CHANGED

When Brown started working with Insperity back in 2007, he was just learning about the importance of having an engaged workforce.

"Being candid, I wasn't a big believer in the importance of the strategy of human development," he said. "We ran a very nice company and it was a nice place for people to work. But I minimized the importance of things like corporate culture and corporate strategy."

As the company grew, though, he came to realize the importance of the human aspect of a company.

"I really became a believer – the zealotry of a convert! So, when we built this company, we really relied on using Insperity service much more than we did before."

Insperity plays a crucial role in the company's getting-better agenda, because its success is tied to individual performance.

"In a company like this, in the communications/media business, a lot of what we do is based on individuals," Brown said. "We're not going to get better unless the individuals get better. And things like strategy sessions allow individuals to grow and develop – not only as individuals, but as businesspeople."

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