

Success Story

Experis Tech Academy



Business Issue

For decades, people in the Emilia-Romagna region of Italy found work in the textile industry creating materials for sought-after Italian fashions. But change in Italy, as in the rest of the world, was inevitable. Newer technology increased production speed, while cheaper imports slowed demand for the fine fabrics. As jobs became scarce, textile workers' prospects seemed dim.

On the other end of the spectrum, this region is home to Ferrari, Maserati, Lamborghini and Dallara—some of the fastest, best known limited-production cars and motorsport vehicles in the world. Growing demand for luxury vehicles created a dilemma for manufacturers: the region lacked enough workers with the advanced manufacturing and technology skills required to fabricate the stronger, lighter-weight components used in car parts. Facing a growing skills gap, Dallara turned to ManpowerGroup to help transition the local labor force into a workforce equipped to succeed in a highly skilled manufacturing environment.

Solution

To meet the growing demand for luxury vehicles, ManpowerGroup and Experis (part of ManpowerGroup) created hands-on labs and classroom training academies to upskill and reskill the local labor forces. Partnering with local technical schools, universities and governments, the academy offers training for university graduates to fill technical positions at many of Italy's major players in motorsport and automotive manufacturing. The Experis Tech Academy saw hundreds of applicants enroll in its first year, with a 100% placement rate, connecting Dallara and other employers to highly specialized and trained talent and connecting professionals to in-demand jobs.

Results

The Tech Academy has achieved the following results:

- Creation of 8 hands-on labs and 2 classroom academies
- 15 training programs and 40 courses
- 300 (TECH) + 120 (IT) individuals enrolled in the Experis Tech Academy program
- 30 percent average wage increase
- 60 percent place in the motorsport industry post-graduation

