ManpowerGroup Launches "Work Intelligence" Lab to Lead AI-Powered Workforce Transformation

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New research hub leverages real-time workforce data from 70+ countries to help organizations navigate AI and automation's impact on jobs

MILWAUKEE, May 13, 2025 /PRNewswire/ -- With over half of employers (53%) already leveraging AI tools in their hiring and onboarding processes, ManpowerGroup today announced the launch of the Work Intelligence Lab. This groundbreaking initiative brings together the company's proprietary real-time data, global insights, and industry-leading research to help organizations and individuals navigate the rapidly changing future of work as artificial intelligence transforms jobs and skills.

Powered by ManpowerGroup's unique position in the global labor market—placing millions of people annually across more than 70 countries—the Work Intelligence Lab houses a comprehensive real-time workforce data ecosystem; from real-time hiring data to consumer perspectives on the future of work and forward-looking employer insights on hiring trends. All delivering enhanced visibility into employer demand and worker sentiment, offering a holistic view of how AI and automation are transforming roles, skill needs, and career trajectories.

"Work is the engine of society, helping us build, connect, and unlock value from ideas. As we face unprecedented change from AI, automation, and the transition to greener economies, understanding the future of work becomes critical as it shapes the future of people," said Becky Frankiewicz, ManpowerGroup Chief Commercial Officer and Regional President, North America. "The Work Intelligence Lab will provide a front-row perspective on the multi-faceted transformation already underway and is how we will listen, partner, and act in building the future of work."

The Work Intelligence Lab will serve as ManpowerGroup's hub for analyzing workforce trends and developing innovative, data-driven solutions.

"What sets the Work Intelligence Lab apart from traditional think tanks is its real-time pulse on the global labor market, powered by more than 22 billion data points and growing from across the world," Mara Stefan, Vice President of Global Insights at ManpowerGroup, said. "This living laboratory goes beyond passive observation by embracing a co-creation model that embeds clients directly into the innovation process. By bringing together employers' evolving needs, workers' expectations, and ManpowerGroup's deep expertise, we're building practical, forward-looking workforce solutions that address today's most urgent labor market challenges."

For more information about the Work Intelligence Lab and to access its resources, visit: https://go.manpowergroup.com/work-lab

ABOUT MANPOWERGROUP

ManpowerGroup® (NYSE: MAN), the leading global workforce solutions company, helps organizations transform in a fast-changing world of work by sourcing, assessing, developing, and managing the talent that enables them to win. We develop innovative solutions for hundreds of thousands of organizations every year, providing them with skilled talent while finding meaningful, sustainable employment for millions of people across a wide range of industries and skills. Our expert family of brands – Manpower, Experis, and Talent Solutions – creates substantially more value for candidates and clients across more than 70 countries and territories and has done so for more than 75 years. We are recognized consistently for our diversity – as a best place to work for Women, Inclusion, Equality, and Disability, and in 2025 ManpowerGroup was named one of the World's Most Ethical Companies for the 16th time – all confirming our position as the brand of choice for in-demand talent.

For more information, visit www.manpowergroup.com, or follow us on LinkedIn, Facebook, and Bluesky.





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