

**Company:** Cloudstaff, Makati City, Philippines  
**Company Description:** Cloudstaff pioneers ethical, enterprise-grade remote staffing, connecting businesses with top global talent from our pool of 800,000+ professionals. With 16 delivery centers in the Philippines, India, and Colombia, and dedicated teams in the US, Australia, and the UK providing local client support, we deliver tailored solutions for 150+ roles. Learn more at cloudstaff.com.  
**Nomination Category:** Company / Organization Categories  
**Nomination Sub Category:** Company of the Year - Business or Professional Services - Large  
**Nomination Title:** Cloudstaff



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):
- Written answers to the questions
2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

Total 186 words used.

Founded 15 years ago in Clark, Philippines, Cloudstaff has evolved from a small, ambitious software development team into a global remote staffing company with over 6,200 employees and an 800,000-strong talent pool across the Philippines, India, Colombia, and Kenya.

Our proven track record includes ISO 9001:2015 and ISO 20001:2013 certifications and industry awards for governance, sustainability, and workplace excellence. We've consistently delivered double-digit revenue growth while maintaining industry-leading employee retention rates. However, our defining characteristic is our commitment to **ethical outsourcing**—measuring success through positive impact on **people, planet, and industry** rather than efficiency alone.

This philosophy drives our approach to **reimagining remote work and community engagement**. While the outsourcing industry traditionally focuses on cost reduction, we've built our reputation on **sustainable practices** and **employee-centric policies** that deliver **both business results and social value**.

Our journey is far from over, but our purpose is crystal clear: to **create the #1 workplace, powered by people and technology, and anchored in strong values**. In an industry ripe for reinvention, Cloudstaff demonstrates that business growth and corporate responsibility can—and should—go hand in hand, for sustainable success.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 220 words used.

While other companies talk about growth, we delivered it—with conscience intact.

The Numbers That Matter:  
Our revenue jumped 17% to AUD 186M, but here's the kicker—EBITDA surged 28%. This isn't just growth; it's smart, sustainable scaling that proves our ethical business practices drive real results.

Recognition That Counts:  
Our **double gold** at the **2025 Asia-Pacific Stevie Awards**, **triple wins** at the **Asia CEO Awards 2024** and other recognitions didn't happen by accident. When clients like Wipfli (USA) and Built (Australia) publicly praise our **"ethical values and high retention,"** we know we're doing something right.

Innovation That Impacts:  
Our **mPC Green** program and **WOLv3** software didn't just save costs—they saved the planet. 300,000 kWh conserved and 210,000 kg of CO<sub>2</sub> eliminated annually earned us the **2025 Europa Award for Digitalisation for Sustainability**. Not bad for a "simple" outsourcing company.

Culture That Captivates:  
Our **CS Roar 2024** generated nearly 10 million organic social engagements. No paid influencers, no marketing tricks—just genuine employee enthusiasm creating authentic brand advocacy that reflects our workplace culture.

Programs That Perform:  
Our **CS Jumpstart** upskills early-career talent, **Workcation** retreats redefine work-life balance, and **Share Club** gives our frontline staff actual equity. These initiatives have contributed to our exceptional retention rates in an industry known for high turnover.

This is what happens when purpose meets performance.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

Total 229 words used.

Let's be honest: the outsourcing industry faces challenges with staff retention, workplace culture, and balancing cost efficiency with quality service. We're working to address these challenges—and the numbers show our progress.

The Retention Revolution:  
While industry players struggle with 60-80% staff turnover, we maintain 99% retention for client-dedicated teams. That's not a typo. In an industry built on replacing people, we built a business on keeping them.

Sustainability Leadership:  
We're committed to environmental responsibility through action. Our mPC Green initiative is pioneering in the Philippines, and combined with our WOLv3 software, we've achieved significant carbon reduction—equivalent to removing dozens of cars from the road annually. These efforts earned us the **2025 Europa Award for Digitalisation for Sustainability**.

Transparency Transformation:  
We've implemented direct CEO chat access, staff equity programs, and real-time feedback tools. These transparency initiatives represent our commitment to open communication and shared success across all levels of our organization.

Authentic Amplification:  
Our CS Roar 2024 generated nearly 10 million organic social engagements. No paid influencers, no marketing tricks—just genuine employee enthusiasm creating authentic brand advocacy that reflects our workplace culture.

Financial Performance:  
A 61% increase in profit before tax and 28% EBITDA growth while maintaining our ethical standards demonstrates that values-driven business practices can deliver strong financial results. We believe you can prioritize both profitability and principles.

We didn't just outperform—we redefined what performance means in professional services.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 245 words used.

Every bold claim in this nomination is backed by hard evidence in Attachment 1, supported further by Attachments 2 to 4.

**Sustainability Proof**-Slides 11-16: Our **mPC Green** and **WOLv3** provide measurable impacts. 71% reduction in household energy costs and 210,000 kg CO<sub>2</sub> saved annually.

**Financial Validation**-Slide 44: Our **AUD 186M** revenue and **28% EBITDA** growth are audited results that showcase sustainable, ethical scaling.

**Employee Engagement Evidence** -Slides 25-35: **CS Roar's** 9.6M organic engagements and our thoughtful people programs aren't PR stunts—they're strategic investments in human capital that deliver measurable returns. Attachment 2 tells the real story **99%** rate the CEO favorably, **80%** meeting him during induction, demonstrating our commitment to personal connection and leadership accessibility.

**Transparency Tools**-Slides 37-40: Our **MS Teams** CEO integration and the **CS Tap** app aren't just nice-to-haves—they're revolutionary tools that create real accountability.

**Employee and Client Validation**-Slides 42-43: Our **99% retention rates** and glowing **client testimonials** aren't marketing copy—they're verified experiences that speak louder than any sales pitch.

**Award Documentation**-Slides 5-9: Our multiple wins at prestigious awards aren't luck—they're recognition from industry experts who evaluated us against global standards.

These prove how we're transforming outsourcing. Our journey is about **real people, real impact, and real leadership**. Each milestone brings us closer to our vision: exceptional workplaces where people and technology unite, anchored in values that matter. In an industry ripe for reinvention, Cloudstaff shows growth and responsibility go hand in hand—driving **sustainable transformation** through **purpose-driven innovation** and **genuine care**.

Attachments/Videos/Links:

[Cloudstaff](#)

[REDACTED FOR PUBLICATION]