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P.O.P. CONSULTING

2025 YEAR IN REVIEW

2025: Momentum, Alignment, and Growth

A reflection on the year across P.O.P. Consulting's enterprise partnerships, challenges, and direction ahead.



A refreshed identity reflecting the evolution of our work.

A glance into 2026.



2025 YEAR IN REVIEW

B2B REFLECTIONS ON MOMENTUM, ALIGNMENT, AND GROWTH

Introduction

2025 was a year of meaningful momentum for P.O.P. Consulting's B2B division.

It was defined not by noise, but by alignment. By deepening relationships built over time, delivering real results for long-standing partners, and stepping confidently into a more elevated brand identity that reflects who we are and how we serve.

As we reflect on the year, one thing is clear: growth is never linear, but it is always intentional.

The Reality of the Market

2025 was not without its challenges.

Communicating authentically in an oversaturated digital landscape required patience and clarity. With more voices, platforms, and noise than ever before, finding a message that remained true while still being strategic demanded focus.

Post-election uncertainty added complexity. Demand fluctuated. Hiring slowed across industries.

Many organizations paused, reassessed, and waited. The market felt unpredictable at times, requiring difficult conversations and repeated pivots.

2025 at a Glance



Throughout the year, P.O.P. Consulting strengthened its position as a trusted partner to organizations navigating growth, transition, and talent strategy.

We delivered meaningful results for long-standing partners such as Purple **purple**, deepened relationships nurtured over time, and secured a new enterprise contract with Phillips66 **66**.



Alongside this, we completed a full P.O.P. rebrand, stepping into a more modern and refined identity that better represents the heart of our work and the value we bring to our partners.

These milestones were not isolated wins. They were the result of consistency, trust, and long-term relationship building.



Staying Grounded Through Uncertainty

Those moments of uncertainty ultimately led to clarity

As a faith-based organization, P.O.P. Consulting leaned deeply into prayer, faith, and the foundation on which the business was built. That grounding allowed us to remain steady in seasons of change and to make decisions rooted in purpose rather than pressure.

Rather than chasing every shift in the market, we chose to stay focused on our core work. The work we do continues to be needed. It continues to be impactful. And when done with integrity, it continues to create lasting partnerships.



Wins That Matter

Some of the most meaningful breakthroughs of 2025 came through people and partnerships.

We are especially proud of our continued partnership with Zayo **zayo**, the new relationships formed across industries, and the successful launch of our refreshed brand. These wins reinforced the importance of consistency, trust, and alignment.

These outcomes were not transactional. They were relational. And that distinction matters.

People Spotlight

Recruitment Consultant of the Year: Julee Yoo



Julee Yoo's work in 2025 exemplified excellence, consistency, and care. Her contributions delivered results for partners and elevated the standard of service across the organization. We are proud to recognize her as P.O.P. Consulting's 2025 Recruitment Consultant of the Year.

Team Welcome: Salvin Gathoni



In 2025, we welcomed Salvin Gathoni as our new Office Manager. Salvin brings structure, clarity, and operational strength to the P.O.P. team, supporting our ability to serve clients with excellence and intention.

LOOKING AHEAD TO 2026

As we enter 2026, our focus is clear: connection.

This year is about deepening relationships with current partners, nurturing collaborations already built, and showing up boldly in purpose. It is about growing relationships, growing the business, and growing people.

The foundation is strong. The direction is clear. And the work ahead is meaningful.

A Message to Our Partners

Growth is not accidental. It is intentional. It is aligned. And it is collaborative.

P.O.P. Consulting remains committed to pursuing that growth alongside each of our partners.



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