

QUANTUM LEAPS AI

Payroll & Workforce Management Opportunity Intelligence Report

New Jersey & Selected Mid-Atlantic Markets

RESEARCH	VERIFY	ANALYZE	PRIORITIZE	STRATEGIZE
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ILLUSTRATIVE PUBLIC SAMPLE

Hypothetical Client: Regional Payroll & Workforce Management Provider

PUBLIC-SAMPLE DISCLOSURE

This report was prepared for a hypothetical client. Market intelligence, organizations, projects, events and opportunity signals are derived from publicly available information. Organizations mentioned have not necessarily expressed interest in the services or partnerships discussed. No client relationship, affiliation, sponsorship or endorsement is implied. Opportunity scores are prioritization tools, not probabilities of winning.

Research current through August 12, 2026. | Research -> Verify -> Analyze -> Prioritize -> Strategize

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Executive Summary and Research Standard

The strongest finding is not that New Jersey contains many large employers. It is that **several distinct clusters of employers are passing through events that can plausibly force decisions about workforce infrastructure**: new U.S. manufacturing operations are being built, healthcare systems are integrating acquired organizations, restaurant/technology businesses are consolidating systems while expanding physical locations, and public entities have recently placed payroll/HRIS platforms into formal competitive procurement.

The research retained **26 accounts or procurement cycles** with enough evidence to merit inclusion. Several additional apparent opportunities were rejected or downgraded because the triggering event had already resulted in an award, the jobs belonged to an ecosystem rather than one employer, a merger was terminated, or the timing was too distant. Because discovery searches produced overlapping releases, procurement records and follow-up announcements, an exact count of every candidate initially screened would imply more precision than the research trail supports.

For a regional payroll/workforce-management provider, the five highest-value uses of immediate selling time are **Starman New Photonics, Hudson Regional Health, Wonder/Grubhub, Enzene and Bridor USA**. Each combines a current organizational trigger with a plausible workforce-administration problem and a window in which a supplier can ask a commercially intelligent question without asserting dissatisfaction.

The strongest patterns are:

Pattern	Evidence	Sales implication
Greenfield and expanding manufacturing	Starman is creating a new 250-job advanced-manufacturing operation in Warren; BeOne is adding 120 jobs in Hopewell; Bridor has doubled Vineland production capacity; Enzene has established its first major U.S. manufacturing site. [S1][S2][S3][S4]	Approach before hiring, shift structures, onboarding processes and system interfaces become entrenched.
Healthcare integration	Hudson Regional Health combined four hospitals and more than 70 affiliated practices; Cooper has been integrating Cape Regional; Penn Medicine absorbed Doylestown Health; RWJBarnabas and Englewood signed a definitive combination agreement. [S5][S6][S7][S8]	Lead with workforce-data and multi-entity integration discovery, not a generic “replace payroll” pitch.
M&A plus enterprise-system consolidation	Wonder completed its Grubhub acquisition, reduced duplicative positions, and Grubhub finance said it was moving financial systems to Wonder’s ERP while working to scale systems across both businesses. [S9][S10]	This is unusually direct evidence that systems, vendors and operating processes are being examined.
Direct public procurement	Monmouth County solicited an HRIS SaaS platform plus payroll support; Trenton competitively procured HRIS/payroll services; the Pinelands Commission	These are genuine buyer signals—but once proposal deadlines pass, non-bidders should not pretend the opportunity remains open.

Pattern	Evidence	Sales implication
Geographic concentration in central New Jersey life sciences	issued a 2026 payroll/time/HR RFP. [S11][S12][S13]	
	Enzene, BeOne and ProBio have manufacturing operations or expansions in the Hopewell area; Genmab and Sun Pharma are expanding in the Princeton/Plainsboro corridor. [S14][S15][S16][S17][S18]	A territory rep can build specialized messaging around life-sciences hiring, controlled operations, onboarding and workforce data instead of treating each account independently.

Top opportunities by sales-priority score

Rank	Account	Score	Confidence	Primary reason
1	Starman New Photonics	94	High	Newly formed U.S. manufacturer; \$150M Warren investment; 250 planned jobs
2	Hudson Regional Health	92	High	Four-hospital system created following CarePoint bankruptcy
3	Wonder / Grubhub	91	High	Completed acquisition, restructuring, ERP integration and continuing location growth
4	Enzene	88	High	First major U.S. manufacturing site; growing site organization
5	Bridor USA	86	Medium-High	\$200M Vineland expansion doubling production capacity
6	BeOne Medicines	85	High	\$300M Hopewell expansion with 120 new jobs
7	Cooper University Health Care	84	High	Cape Regional acquisition/integration plus continued regional expansion
8	ChristianaCare — southeastern Pennsylvania	83	High	Rapid multi-site expansion and creation of new jobs/services
9	Genmab US	81	Medium-High	300-job Plainsboro expansion program

Rank	Account	Score	Confidence	Primary reason
10	Penn Medicine Doylestown Health	80	High	approaching stated hiring milestone Recent system integration plus new CEO and ongoing technology migration

The score is **not a probability of winning or closing**. It is a relative sales-priority score built from the commissioned weighting: trigger strength 25 points, solution fit 20, timing 15, potential account value 15, decision-maker visibility 10, competitive accessibility 5 and evidence quality 10.

Where to spend time now. Concentrate on greenfield or scaling employers where workforce infrastructure can still be influenced; integrations where multiple workforces are demonstrably being brought together; and businesses where public statements specifically reveal system harmonization. For Starman, Hudson Regional Health, Wonder and Enzene, a first conversation can be anchored to an event that occurred within roughly the last year. [S10][S2][S3][S7]

Where not to spend scarce outbound time. Do not treat a concluded or closed RFP as an open deal. NJSIG awarded its payroll-administration procurement to Paychex in September 2025; PCCC's cooperative time-and-attendance solicitation is recorded as awarded; Hoboken's 2024 procurement is historical cycle intelligence; and the Monmouth, Trenton and Pinelands proposal deadlines have already passed. Those accounts belong in award/cycle monitoring unless the hypothetical provider is already an authorized participant in the procurement. [S19][S20][S11][S21][S22][S13]

What makes this different from a lead list

Lead generation	Opportunity intelligence
"Here are organizations that resemble customers."	"Here is a verified organizational change; here is the operational problem it may create; here is what is known versus inferred; here is who is likely to own the issue; and here is the next action justified by the evidence."

Throughout the report:

- VERIFIED FACT** means directly established by cited public evidence.
- STRONG INDICATION** means multiple facts together support the conclusion.
- STRATEGIC INFERENCE** means a sales hypothesis—not an established fact.
- UNKNOWN** means commercially important information could not be reliably established.

This distinction is especially important for incumbent payroll/HRIS providers. Except where specifically documented—such as Primepoint in historical/current public-sector records or Paychex at NJSIG—the **incumbent vendor should be treated as UNKNOWN**. [S21][S22][S23]

Market Landscape and Master Opportunity Pipeline

New Jersey's most attractive opportunities in this research concentrate in four practical sales corridors.

Mercer–Somerset–Middlesex life sciences and advanced manufacturing is producing unusually tangible signals. Starman's Warren project is a newly formed domestic manufacturing operation expected to create 250 jobs. BeOne announced another \$300 million at its Hopewell campus in July 2026, with 120 new positions. Enzene opened an 80,000-square-foot Hopewell U.S. facility in 2025. Genmab's Plainsboro expansion was designed around 300 new positions, while Sun Pharma's Princeton headquarters plan calls for 220 new jobs. [S1][S2][S16][S3][S17]

Hudson County healthcare presents a different buying hypothesis: integration rather than greenfield setup. Hudson Regional Health emerged in May 2025 as a system including Hudson Regional Hospital, Christ Hospital, Hoboken University Medical Center and Bayonne Medical Center, plus more than 70 affiliated practices, following CarePoint's bankruptcy process. That is exactly the kind of verified structural change that can create questions about employee records, organizational structures, timekeeping rules, reporting and administrative standardization—even though no public source establishes that HRH intends to replace a workforce platform. [S24][S7]

South Jersey combines hospital growth and manufacturing capacity expansion. Inspira is expanding Mullica Hill, Bridor has doubled capacity at Vineland through a \$200 million investment, and Puratos opened a dedicated glaze-production facility in Pennsauken. [S25][S4][S26]

Eastern Pennsylvania and the Philadelphia orbit are dominated by healthcare-network expansion: Penn Medicine's acquisition and integration of Doylestown Health and ChristianaCare's continued build-out in southeastern Pennsylvania. [S27][S6]

The resulting ranked pipeline is below. “Service opportunity” is deliberately phrased as a hypothesis; it does **not** represent a disclosed buying requirement unless an RFP explicitly establishes one.

Rank	Organization / Location	Verified Trigger	Relevant Service Opportunity	Timing / Priority	Score / Confidence	Recommended Next Action
1	Starman New Photonics Warren, NJ / advanced manufacturing	NJEDA approved support June 2026 for a newly formed U.S. manufacturer investing \$150M in a 100,000-sq.-ft. facility and expected to create 250 jobs. [S3]	Greenfield payroll, HRIS, onboarding, time/attendance , manufacturing workforce reporting	0–12 mo / A	94 / High	Identify U.S. HR/finance owner before the workforce ramp matures.
2	Hudson Regional Health Hudson County, NJ / healthcare	Four-hospital system established May 2025 after CarePoint bankruptcy, with >70 affiliated practices. [S7]	Multi-entity workforce standardization, time/attendance , reporting, HR/payroll integration	Now–12 mo / A	92 / High	Lead with post-combination workforce-administration discovery.
3	Wonder / Grubhub NY/NJ/PA footprint / food technology	Grubhub acquisition closed Jan. 2025; ~500 positions subsequently eliminated to remove	Payroll-system interfaces, organizational consolidation, onboarding, workforce controls, multi-	Now–12 mo / A	91 / High	Use the disclosed ERP/vendor-consolidation work as the reason for contact.

Rank	Organization / Location	Verified Trigger	Relevant Service Opportunity	Timing / Priority	Score / Confidence	Recommended Next Action
4	Enzene Hopewell, NJ / biomanufacturing	duplication; finance has been moving systems to Wonder's ERP. [S9][S10] First major U.S. manufacturing site opened Sept. 2025; site leadership describes a growing U.S. team and additional manufacturing suites. [S31][S2]	location administration U.S. payroll setup/scaling, onboarding, cross-border workforce administration, timekeeping	Now–12 mo / A	88 / High	Qualify current U.S. HR/payroll stack and ownership.
5	Bridor USA Vineland, NJ / food manufacturing	\$200M expansion; new pastry line operating since summer 2025; new automated bread line planned for Q2 2026; project doubles capacity. [S4]	Timekeeping, scheduling, hourly-workforce administration, onboarding/reporting	Now–12 mo / A	86 / Medium-High	Determine whether capacity growth changed headcount, shifts or timekeeping requirements.
6	BeOne Medicines Hopewell, NJ / pharmaceuticals	July 2026: \$300M, 145,000-sq.-ft. expansion with ~120 new jobs; fully operational target 2029. [S1][S33]	Hiring/onboarding, workforce planning, site time/attendance, HR/payroll integrations	3–24 mo / A	85 / High	Enter early around the 120-position staffing build rather than waiting for 2029.
7	Cooper University Health Care Camden/Cape May, NJ / healthcare	Cape Regional joined Cooper July 2024; 33 integration teams later worked through integration and legacy clinical systems were migrated to Epic. [S34][S5]	Administrative-system harmonization, workforce reporting, timekeeping across expanded regional footprint	Now–18 mo / A	84 / High	Ask whether workforce systems followed the clinical-system integration timetable.
8	ChristianaCare — SE Pennsylvania Chester/Delaware counties, PA / healthcare	West Grove opened in 2025; Aston was scheduled for June 2026 with 75 new jobs; Springfield is targeted for 2027. [S35][S27]	Multi-site onboarding, scheduling, time/attendance and location workforce reporting	0–18 mo / A	83 / High	Target the operating team responsible for new-site staffing and workforce systems.
9	Genmab US Plainsboro, NJ / biotechnology	NJEDA-backed second location designed for 300	High-volume onboarding, HRIS/payroll	Now–12 mo / B	81 / Medium-High	Verify actual hiring achieved versus the

Rank	Organization / Location	Verified Trigger	Relevant Service Opportunity	Timing / Priority	Score / Confidence	Recommended Next Action
		new jobs, with jobs expected by Sept. 2026; SEC filings confirm the 777 Scudders Mill facility. [S36] [S16]	workflow expansion, reporting			original 300-job target.
10	Penn Medicine Doylestown Health Doylestown, PA / healthcare	Joined Penn Apr. 2025; new CEO took office June 2026; patient-system migration continued into July 2026. [S37] [S38][S6]	Post-affiliation HR/payroll integration, workforce reporting, administrative harmonization	Now–18 mo / B	80 / High	Map which administrative systems remain local versus Penn-standard.
11	Sun Pharma Princeton/Cranbury, NJ / pharmaceuticals	New Princeton U.S. HQ plan includes 220 new jobs and retention of 230 existing HQ positions. [S17]	Onboarding, organization/location changes, HR/payroll integration	3–18 mo / B	79 / High	Qualify whether HQ consolidation changes U.S. workforce platforms.
12	Monmouth County Freehold, NJ / county government	CC-10-2026 sought HRIS SaaS implementation plus four years of payroll support/subsription services; ten proposals opened Apr. 14, 2026. [S11][S39]	Explicit HRIS/payroll requirement	Evaluation / future-cycle / B	78 / High	If not already a bidder, monitor award; do not treat as an open solicitation.
13	Inspira Health Mullica Hill, NJ / healthcare	168,000-sq.-ft. medical-center expansion progressed through 2025 to meet increasing demand. [S25]	Staffing, scheduling, timekeeping and onboarding associated with added capacity	3–18 mo / B	77 / High	Determine staffing plan tied to new beds/services.
14	Made Scientific Princeton, NJ / biomanufacturing	12,000-sq.-ft. expansion initiated in 2025, with completion targeted Q3 2026 and major additional GMP capacity. [S40]	Hiring/onboarding, time and labor reporting for expanded manufacturing	Now–12 mo / B	75 / Medium-High	Contact around Q3 2026 expansion completion and staffing implications.
15	ProBio Hopewell, NJ / biomanufacturing	128,000-sq.-ft. U.S. manufacturing facility announced with >110 high-skilled jobs and manufacturing	U.S. site HR/payroll scaling, onboarding, time tracking	Now–18 mo / B	74 / Medium-High	Verify current staffing and system ownership before outreach.

Rank	Organization / Location	Verified Trigger	Relevant Service Opportunity	Timing / Priority	Score / Confidence	Recommended Next Action
16	City of Trenton Trenton, NJ / municipal government	ramp milestones in 2025–26. [S18] 2026 competitive procurement for HRIS/payroll followed an earlier Primepoint relationship; the city's award page still showed a Primepoint extension rather than a CC2026-05 award at cutoff. [S23] [S13]	Explicit HRIS/payroll procurement	Evaluation / future cycle / B	73 / High	Monitor council/award records; no cold “replacement” pitch during evaluation.
17	RWJBarnabas Health / Englewood Health Northern NJ / healthcare	Definitive agreement announced Jan. 2026 for Englewood to join RWJBarnabas, subject to approvals. [S8]	Workforce integration, reporting, interfaces and entity consolidation	6–24 mo / B	71 / Medium-High	Track regulatory closing; trigger score rises sharply upon completion.
18	Biocon Generics Cranbury, NJ / pharmaceuticals	First U.S. manufacturing facility inaugurated in Sept. 2025 after acquisition and >\$30M investment. [S41]	Acquired-site workforce integration, payroll/HR administration, manufacturing timekeeping	Now–18 mo / B	70 / Medium	Determine whether acquired employees/platforms were absorbed into Biocon standards.
19	NJ Pinelands Commission New Lisbon, NJ / public agency	RFP #27-001 for payroll, time & attendance and HR management services posted July 1, 2026; deadline has passed. [S20] [S12]	Explicit payroll/time/HR requirement	Award monitoring / B	68 / High	Monitor Aug./Sept. commission records for award and contract term.
20	Beebe Healthcare Sussex County, DE / healthcare	Long Neck expansion opened in 2025; new Millsboro campus and a 60,000-sq.-ft. building are under development, with the latter targeted for 2027. [S42][S43] [S44]	New-site staffing, scheduling and onboarding	6–24 mo / C	67 / Medium-High	Build relationship before 2027 staffing accelerates.

Rank	Organization / Location	Verified Trigger	Relevant Service Opportunity	Timing / Priority	Score / Confidence	Recommended Next Action
21	Saint Peter's Healthcare System New Brunswick, NJ / healthcare	Proposed Atlantic Health transaction terminated Oct. 2025; Saint Peter's CEO said the organization would rethink its future. [S45]	Potential independent-system modernization	6–24 mo / C	65 / Medium	Look for a new modernization trigger before pitching.
22	Mazzotta Rentals Lumberton, NJ / equipment rental	New NJ branch announced Dec. 2025, with full operations targeted Apr. 2026, extending the company's regional footprint. [S46]	Multi-state payroll, field-worker time, onboarding	3–18 mo / C	64 / Medium	Establish actual NJ headcount and timekeeping model first.
23	Puratos USA Pennsauken, NJ / food manufacturing	Dedicated bakery-glaze manufacturing facility opened Oct. 2025. [S26]	New-production-site timekeeping, scheduling and workforce administration	3–18 mo / C	63 / Medium	Verify whether the facility added material headcount or merely shifted production.
24	Passaic County Community College / EdgeMarket Passaic County, NJ / education	Electronic time-and-attendance/workforce-management solicitation is listed as closed and awarded to two vendors. [S47][S19]	Future-cycle time/attendance	Future / D	57 / High	Reconstruct term and renewal options; no immediate displacement outreach.
25	City of Hoboken Hoboken, NJ / municipal government	2024 payroll-services re-compete disclosed Primepoint as incumbent for roughly 10 years, approximately 800 plus seasonal employees, and no identified incumbent “pain points.” [S21]	Future payroll/HR/time re-compete	Future-cycle / D	54 / High	Determine award/term before assigning sales activity.
26	New Jersey Schools Insurance Group NJ / public-sector organization	2025 payroll administration procurement was awarded to Paychex for three years plus potential renewal options. [S22]	Future competitive cycle	2028+ / D	48 / High	Monitor beginning well before the base term approaches expiration.

Priority interpretation: Priority A means a salesperson has a defensible reason to initiate account discovery now. Priority B means the account is triggered but either deeper qualification, procurement status or enterprise accessibility must be resolved. Priority C means the opportunity is developing. Priority D is structured future-cycle intelligence—not an immediate pitch list.

Top Opportunity Analysis

The score components for the ten highest-priority organizations make clear why large account size alone did not determine rank.

Account	Trigger /25	Fit /20	Timing /15	Value /15	DM visibility /10	Access /5	Evidence /10	Total
Starman New Photonics	25	20	15	12	8	5	9	94
Hudson Regional Health	25	20	14	15	7	3	8	92
Wonder / Grubhub	24	19	14	15	9	2	8	91
Enzene	23	20	14	10	8	5	8	88
Bridor USA	24	20	15	10	4	5	8	86
BeOne Medicines	25	17	13	12	7	2	9	85
Cooper University Health Care	22	18	12	13	7	2	10	84
Christian aCare — SE PA	24	18	14	11	6	2	8	83
Genmab US	20	17	14	12	6	3	9	81
Penn Medicine Doylestown	21	17	12	12	6	2	10	80

Starman New Photonics — Warren, New Jersey — 94 / High Confidence

Why it ranked highly. This is the cleanest greenfield workforce-infrastructure signal in the research. In June 2026, NJEDA said Starman was a newly formed U.S.-based advanced manufacturer planning a \$150 million investment to renovate a 100,000-square-foot Warren facility and create 250 jobs. CEO Charles Tebele has separately described the company's domestic optical-manufacturing strategy. [S3][S29]

VERIFIED FACT: new U.S. operation, Warren facility, 250 expected jobs, \$150 million investment. **STRONG INDICATION:** a company moving from newly formed entity to 250-person manufacturing operation will have to establish or scale U.S. employment processes. **STRATEGIC INFERENCE:** payroll, onboarding, time capture, leave, HR data and manager self-service may still be designable rather than entrenched.

UNKNOWN: current HRIS/payroll vendor, current employee count, shift model, hiring sequence and HR leader.

Likely buying function: HR/people operations, CFO/controller, site operations and IT. Charles Tebele is a verified CEO but is not established by public evidence as the payroll-system decision maker. [S28]

Recommended first action: identify the U.S. HR/finance operations leader and qualify when production hiring begins relative to facility commissioning.

Research-informed opening: *“NJEDA’s June announcement shows Starman is building a 100,000-square-foot Warren manufacturing operation around a planned 250-job workforce. At that stage companies usually have a short window to decide how onboarding, payroll data, time capture and manager workflows will operate before the production organization is fully staffed. Who is designing that workforce operating model for Warren?”*

Hudson Regional Health — Hudson County, New Jersey — 92 / High Confidence

What is happening. Hudson Regional Health became the operator of a four-hospital network in May 2025 after CarePoint’s bankruptcy process, combining Hudson Regional Hospital in Secaucus with Christ Hospital in Jersey City, Hoboken University Medical Center and Bayonne Medical Center, as well as more than 70 affiliated practices. Subsequent public announcements describe continued investment and service changes across the network. [S24][S7]

VERIFIED FACT: four hospitals and affiliated practices are now under one system. **STRONG INDICATION:** the system is managing organizations that previously had separate operating histories, creating real administrative integration work. **STRATEGIC INFERENCE:** employee data structures, earning codes, entity reporting, time/attendance, union-related configurations, scheduling interfaces or payroll governance may need standardization. **UNKNOWN:** incumbent payroll/HRIS/WFM systems; whether platforms have already been consolidated; current HR/payroll leadership; dissatisfaction.

Likely buying function: enterprise HR, finance, IT and operations. CEO Dr. Nizar Kifaieh is verified; no public evidence reviewed establishes him as the payroll buyer. [S7]

Recommended first action: find the senior HR or workforce-systems leader and ask how the four hospitals are being standardized administratively.

Research-informed opening: *“The formation of Hudson Regional Health brought four hospitals and dozens of affiliated practices into one network in a very compressed period. We work with multi-entity employers when they are deciding which workforce processes should be centralized and which remain site-specific. How are payroll, time and workforce reporting being governed across the four hospitals today?”*

Wonder / Grubhub — New York–New Jersey–Philadelphia footprint — 91 / High Confidence

This account has an unusually valuable combination of **corporate integration evidence and explicit system evidence**. Wonder completed its acquisition of Grubhub in January 2025; Grubhub subsequently announced roughly 500 position eliminations as the businesses integrated and removed duplication. [S9]

More importantly for a payroll/HR seller, Grubhub VP and Controller Brigitte Lazarko publicly described payroll as one of the functions she oversees and said her team was beginning a major move of financial systems to Wonder’s enterprise resource planning platform. She also described work to automate processes, align systems and review vendor contracts across the combined organizations. [S10] Wonder, meanwhile, said in July 2026 that it had grown to more than 130 locations across 11 states. [S30]

VERIFIED FACT: acquisition, restructuring, ERP migration, vendor review and multi-location expansion. **STRONG INDICATION:** integration teams are actively consolidating systems and costs rather than merely operating two unchanged businesses. **STRATEGIC INFERENCE:** payroll interfaces, workforce data, employee master records, manager workflows or related vendors could become part of that rationalization. **UNKNOWN:** payroll software itself, HRIS/WFM platform, contract terms and whether those systems are in scope.

Likely buying function: Grubhub controller/finance is demonstrably relevant; HR, Wonder finance, IT and restaurant operations are likely stakeholders. Lazarko is the strongest verified function-level contact uncovered because she explicitly described responsibility for payroll. [S10]

Recommended first action: do not ask whether they “need payroll.” Ask whether payroll/workforce systems are part of the broader ERP and vendor-consolidation roadmap.

Research-informed opening: *“Brigitte, you have publicly described payroll within your finance remit, the move onto Wonder’s ERP, and the effort to align vendors and automate processes across the combined businesses. With Wonder also scaling its physical footprint, I’m curious whether payroll and workforce-system interfaces are being redesigned as part of that architecture or remaining independent.”* [S10][S30]

Enzene — Hopewell, New Jersey — 88 / High Confidence

Enzene opened its first major U.S. manufacturing facility in Hopewell in September 2025; its U.S. site describes an 80,000-square-foot operation. Site leader Norm Stoffregen had initially discussed a much larger 300-person employment ambition in 2024, but later company material described the actual team at roughly 60 and an expectation of about 80 by March 2026 as additional suites came online. [S15][S31][S32]

That discrepancy is commercially important. **The research does not treat the original 300-person target as achieved.** Actual August 2026 headcount is **UNKNOWN**.

VERIFIED FACT: first U.S. manufacturing investment, operational Hopewell site, a growing team and additional manufacturing capacity. **STRONG INDICATION:** Enzene is creating a U.S. operating organization that also includes talent transfers from India. [S31] **STRATEGIC INFERENCE:** this makes U.S. payroll administration, onboarding, employee data and cross-border process design worth qualifying. **UNKNOWN:** vendor, current headcount, timekeeping requirements and HR decision owner.

Recommended first action: approach site leadership or U.S. HR around workforce infrastructure for a scaling U.S. operation.

Research-informed opening: *“Your Hopewell team has moved from facility commissioning into active U.S. manufacturing, and Norm has described both local hiring and talent transfers as additional suites come online. At that stage, the question is often less ‘who runs payroll?’ and more ‘does the workforce architecture still fit the operating model we’re building?’ I’d like to understand how Enzene is handling that transition.”*

Bridor USA — Vineland, New Jersey — 86 / Medium-High Confidence

Bridor announced in January 2026 that it had invested \$200 million in the Vineland operation, including a 51,000-plus-square-foot addition, new pastry production, warehouse and R&D/culinary facilities. The pastry line has operated since summer 2025, and the automated bread line was expected online in Q2 2026; Bridor says the overall expansion doubles production capacity. [S4]

VERIFIED FACT: massive capacity expansion and new automated production lines. **STRONG INDICATION:** plant operating patterns have materially changed. **STRATEGIC INFERENCE:** higher production volume

may mean additional shifts, reassigned employees, new job classifications or tighter labor reporting requirements—but none of these was independently confirmed. **UNKNOWN:** Vineland headcount, exact jobs added, shifts, union status, payroll/timekeeping vendor.

That uncertainty is why Bridor ranks below greenfield Starman despite an enormous capital investment.

Likely buying function: plant HR, plant operations and finance. Eric Juillet de Saint Lager is a verified North America CEO; actual system owner remains UNKNOWN. [S4]

Recommended first action: qualify whether the capacity expansion changed labor structure.

Research-informed opening: *“Bridor has doubled Vineland production capacity and added both new and automated lines. Before assuming that means a systems project, I’d like to understand what actually changed on the workforce side—headcount, shifts, time capture or reporting—and whether your current model absorbed the expansion cleanly.”*

BeOne Medicines — Hopewell, New Jersey — 85 / High Confidence

On July 23, 2026—less than three weeks before this research cutoff—BeOne announced another \$300 million investment at its Hopewell campus. The project adds approximately 145,000 square feet of small-molecule manufacturing and is expected to create about 120 new full-time positions. Full operation is targeted for 2029, with site headcount expected to reach roughly 240 by the end of that year. [S1][S33]

VERIFIED FACT: 120-position hiring requirement and a defined multi-year expansion. **STRONG INDICATION:** this creates a staged workforce-build program rather than a one-time facility event. **STRATEGIC INFERENCE:** onboarding, workforce reporting and integration between site processes and enterprise HR/payroll systems merit qualification. **UNKNOWN:** whether any workforce systems will change.

The account fits the provider's approximate employee-size target at the **site level**, but BeOne is a global enterprise, reducing competitive accessibility.

Verified leadership: CFO Aaron Rosenberg commented on the expansion. A local HR/payroll decision owner was not established. [S1]

Opening: *“BeOne's new Hopewell project adds 120 full-time positions over the expansion cycle. Rather than waiting until the plant is fully operational in 2029, we’re interested in how site workforce processes are being designed now—especially onboarding, labor data and the interfaces back to enterprise HR and payroll.”*

Cooper University Health Care — Camden and Cape May County, New Jersey — 84 / High Confidence

Cape Regional officially joined Cooper in July 2024. By the first anniversary, Cooper said 33 integration teams had worked through the combination and highlighted the migration of Cape Regional's older clinical systems to Epic. Cooper has continued adding services and locations in the region. [S48][S34][S5]

VERIFIED FACT: integration teams and substantial technology integration are real. **STRONG INDICATION:** administrative-system governance has almost certainly been on the broader integration agenda. **STRATEGIC INFERENCE:** payroll, time, HRIS and workforce reporting may either have been standardized already or remain part of later-stage integration. **UNKNOWN:** which of those systems were changed and their incumbent vendors.

That “already done versus still pending” question should be resolved **before** a product presentation.

Verified relevant leadership: co-CEOs Kevin O'Dowd and Anthony Mazzarelli and regional executive Christine Winn appear in Cooper's announcements, but payroll ownership is UNKNOWN. [S34][S5]

Opening: *“Cooper has publicly described an unusually structured Cape Regional integration, including 33 teams and a rapid move off legacy clinical technology. We're trying to understand what happened on the workforce side: were HR, payroll and time systems standardized in that same wave, or are some of those processes still regional?”*

ChristianaCare — Southeastern Pennsylvania — 83 / High Confidence

ChristianaCare opened its West Grove neighborhood hospital in August 2025 and has continued building a regional network. In May 2026 it said the Aston campus would open in June, creating approximately 75 jobs, while another Springfield campus was targeted for fall 2027. [S35][S27]

VERIFIED FACT: multiple new locations, defined opening dates and new jobs. **STRONG INDICATION:** a new multi-site operating layer is being built in southeastern Pennsylvania. **STRATEGIC INFERENCE:** scheduling, time/attendance, onboarding and location-based reporting are natural points of operational friction to investigate. **UNKNOWN:** workforce systems, staffing model and whether Pennsylvania locations are administered centrally from Delaware.

Opening: *“ChristianaCare isn't simply opening one location—it is building a network of southeastern Pennsylvania sites on overlapping timelines. We're interested in how the organization is standardizing onboarding, scheduling and workforce administration as those teams come online.”*

Genmab US — Plainsboro, New Jersey — 81 / Medium-High Confidence

NJEDA approved support in March 2024 for a second Genmab Plainsboro location intended to produce 300 additional jobs, with those positions expected to be in place by September 2026. The planned facility is more than 135,000 square feet. Genmab's subsequent SEC filings confirm 777 Scudders Mill Road as a U.S. facility, including a lease extending into 2036. [S49][S36][S16]

VERIFIED FACT: a significant long-term Plainsboro expansion. **STRONG INDICATION:** August 2026 is near the original hiring milestone, making actual hiring progress a particularly important qualification question. **STRATEGIC INFERENCE:** a 300-person addition can stress onboarding, reporting and HR operations. **UNKNOWN:** how many of the planned positions have actually been filled and whether workforce systems were changed.

Recommended action: verify realized headcount before contacting. A “you hired 300 people” assertion would exceed the evidence.

Opening: *“Genmab's original New Jersey expansion plan targeted 300 additional positions by September 2026. Rather than assume the plan unfolded exactly as forecast, we're trying to understand where the Plainsboro workforce actually stands today and whether the growth changed anything in HR or payroll administration.”*

Penn Medicine Doylestown Health — Doylestown, Pennsylvania — 80 / High Confidence

Doylestown Health became part of the University of Pennsylvania Health System on April 1, 2025. Penn described the combination as a starting point for integration, with administrative and clinical leaders connecting across organizations. Craig Gronczewski became Doylestown's CEO effective June 1, 2026, and patient-facing system transitions continued in July 2026. [S37][S50][S38][S6]

VERIFIED FACT: affiliation, leadership transition and technology integration. **STRONG INDICATION:** administrative harmonization remains a live organizational theme. **STRATEGIC INFERENCE:** some local workforce processes may be transitioning to Penn standards. **UNKNOWN:** whether payroll, HRIS or timekeeping have already migrated.

Opening: “With Doylestown now more than a year into Penn integration, a new CEO in place, and technology migrations still occurring this summer, we’re interested in the administrative side of the combination: which workforce processes are now Penn-standard and which are still operating locally?”

Why spend one of a limited number of selling hours on the top five?

Account	Why it earns scarce selling time
Starman	A newly formed employer is moving toward a planned 250-person manufacturing workforce. The seller has a chance to reach the account before a mature U.S. workforce stack becomes difficult to displace. [S3]
Hudson Regional Health	The opportunity is driven by organizational necessity: four hospitals with different histories have been put into one system. Even if no replacement occurs, somebody must decide how workforce processes and reporting coexist. [S7]
Wonder/Grubhub	Few public accounts disclose this much relevant internal context: payroll under the controller, ERP migration, automation, vendor reviews, M&A integration and continued physical-location growth. [S10][S30]
Enzene	The company is still forming its U.S. operating model. The site is large enough to matter but appears accessible enough that a regional provider can plausibly compete. [S15][S31]
Bridor	\$200 million has already changed the physical operating environment. A salesperson has a concrete reason to ask whether labor structures and workforce systems changed with it rather than prospecting based only on plant size. [S4]

Deep Account Intelligence Briefs

Starman New Photonics — greenfield workforce-infrastructure brief

Organization snapshot. Starman New Photonics is a newly formed U.S.-based advanced manufacturer developing high-speed optical transceivers used in AI infrastructure. NJEDA approved the first award under its Next New Jersey Manufacturing Program in support of Starman in June 2026. The company plans to invest \$150 million renovating a 100,000-square-foot facility in Warren, New Jersey, with an expected 250 new jobs. [S3]

CEO Charles Tebele has described the company’s objective as building domestic advanced optical-manufacturing capacity. The company announced its “Liberty Series” transceivers in March 2026, confirming that commercial/product activity is advancing in parallel with the planned manufacturing build. [S29]

Timeline. Product/manufacturing expansion messaging was public by March 2026; NJEDA's specific Warren investment and job commitment was approved in June 2026. [S3][S29]

Workforce profile. The most reliable figure is the **planned 250 new jobs** associated with the New Jersey project. Actual current headcount is **UNKNOWN**. The announcement describes precision manufacturing, assembly, packaging and R&D activities, which strongly indicates a mix of manufacturing and technical roles, but the precise hourly/salaried mix, shift schedule and union status are **UNKNOWN**. [S28][S3]

Likely problems created by the trigger. A new U.S. manufacturing entity must build employee onboarding and payroll processes, define job/location structures, support managers, administer leave and time, maintain workforce records and report labor information. It may also need to connect workforce data to financial/manufacturing systems. Those are general operating requirements of an employer; **whether Starman has selected or is dissatisfied with any specific platform is UNKNOWN**.

Plausible solution need. The highest-value hypotheses are electronic onboarding, HRIS/payroll integration, time and attendance, employee/manager self-service, PTO/leave administration and labor reporting. A single integrated regional platform could be compelling if the organization is not already committed to a national enterprise stack—but that condition has not been established.

Buyer map. Charles Tebele is verified as CEO. [S28][S29] The probable operating buyer is the person responsible for U.S. HR/people, finance/controller functions or Warren site operations. Those names are **UNKNOWN** in the sources reviewed. IT will likely influence integrations; manufacturing leadership will influence time and labor requirements.

Current vendor: UNKNOWN.

Competitive accessibility. Strong. A 250-job greenfield manufacturing operation fits the hypothetical provider's target range much better than a 40,000-person health system. Its newness also means local service and hands-on implementation could be differentiated if no global platform decision has already been made.

Questions to answer before contact: Has hiring begun? How many employees are currently on payroll? Is Starman a standalone U.S. employer or administratively tied to another entity? Has payroll/HRIS already been contracted? Will production be shift-based? Which manufacturing/ERP environment will require employee or labor-data interfaces?

Recommended contact strategy: trigger-based, consultative and early. Do not begin with product functionality. Begin with **sequencing**: “As the Warren site moves from capital project to staffed operation, when are workforce systems being selected relative to hiring and production commissioning?”

Discovery questions: How much of the U.S. workforce infrastructure is already selected? Which processes are still manual? How will time be captured on the manufacturing floor? What employee information must flow into finance/manufacturing systems? Who owns compliance across U.S. payroll tax jurisdictions? What is the target onboarding volume by quarter?

Likely objections: “We already selected a platform”; “this is handled by corporate”; “we don't have enough employees yet”; “IT is not ready for integrations.” Each objection is useful qualification data.

What not to say: Do not say Starman is “replacing payroll,” is dissatisfied, has 250 employees today or is issuing an HRIS RFP. None is verified.

Recommended next action: identify the U.S. HR/finance leader through company, recruiting and professional sources, then request a 20-minute workforce-infrastructure discussion tied explicitly to the Warren staffing ramp.

Hudson Regional Health — post-bankruptcy four-hospital integration brief

Organization snapshot and change. Hudson Regional Health's creation followed the CarePoint bankruptcy process. The system announced that the restructuring plan became effective May 22, 2025, bringing Christ Hospital, Hoboken University Medical Center and Bayonne Medical Center together with Hudson Regional Hospital and more than 70 affiliated practices. [S7]

The City of Bayonne later described Hudson Regional Health as a four-hospital system and reported continued investments and service changes at Bayonne University Hospital, including successful union negotiations and reopened or added programs. [S24]

This is not a theoretical consolidation. The legal and operational ownership structure materially changed.

Workforce complexity. Hospitals inherently operate around-the-clock clinical and support work, and the Bayonne announcement confirms union relations are part of the operating environment. [S24] The system also includes hospitals and many practices across multiple Hudson County municipalities. Exact employee count, bargaining-unit composition and payroll entities were not reliably established and are therefore **UNKNOWN**.

Technology/vendor information: payroll, HRIS, timekeeping and scheduling vendors are **UNKNOWN**. No source reviewed supports saying HRH is planning a platform replacement.

Likely problems created by the trigger. The strategic issue is **standardization after consolidation**. Previously separate institutions can have different employee IDs, payroll calendars, job codes, earning rules, leave configurations, time clocks, approval structures, reporting hierarchies and labor agreements. The mere existence of the combination does not establish that these differences remain, but it creates a high-value discovery question.

Plausible needs: multi-entity payroll governance; consolidated labor reporting; time and attendance; HR data normalization; interface rationalization; employee/manager self-service; onboarding and document management. For a regional provider, implementation/conversion support may matter as much as software.

Buyer map. Dr. Nizar Kifaieh is verified as CEO, and Yan Moshe as chairman. [S7] The practical buying coalition would likely involve HR leadership, finance, IT, hospital operations, procurement and potentially labor-relations stakeholders. Names of HR/payroll/IT decision makers were not verified in this research and remain **UNKNOWN**.

Competitive accessibility. Mixed. The account is larger and more complex than the hypothetical provider's usual target, so a full enterprise replacement may be difficult. A more credible entry point may involve a specific entity, integration challenge, reporting layer, timekeeping problem or implementation need rather than a “rip and replace everything” proposition.

Timing. The combination has been operating for roughly a year. That is still commercially useful because first-wave integrations often address legal survival and critical operations before all administrative processes are optimized. That sequencing is an inference, not a claim about HRH's actual project plan.

Questions before contact: Have the hospitals moved onto one payroll platform? Are there multiple EINs/payroll entities? Is timekeeping standardized? Which systems remained from the predecessor hospitals? How are practice employees administered? Where does union configuration live? Is reporting centralized?

Recommended contact strategy: frame the conversation around post-combination standardization.

Opening: *“Hudson Regional Health has had to bring four hospitals and a large affiliated-practice network together in a period of unusually fast organizational change. We specialize in the workforce side of multi-entity operations—understanding where payroll, time and HR administration should be standardized versus kept local. I’m not assuming a system change is planned; I’d like to understand where that integration stands today.”*

Discovery questions: Which workforce processes were centralized first? Where are manual reconciliations still required? Can finance get a consolidated labor view without spreadsheet work? Are time rules consistent across entities? Which employee changes require duplicate entry? What would have to be true for a platform review to become worthwhile?

Likely objections: “Integration is complete”; “our enterprise vendor handles it”; “changing now would create too much risk”; “union rules make conversion difficult.” A good seller should be able to accept “complete and stable” as a disqualification.

What not to claim: do not imply bankruptcy created payroll failures, staff are dissatisfied, the hospitals use different vendors today, or the system plans a replacement.

Recommended next action: identify CHRO/HR, payroll and IT leadership, then seek an integration-status conversation rather than a demo.

Wonder / Grubhub — M&A, ERP and multi-location growth brief

Organization snapshot. Wonder agreed in late 2024 to acquire Grubhub for \$650 million enterprise value; the transaction closed in January 2025. [S51][S9] Wonder subsequently continued operating a portfolio that includes Grubhub and a rapidly expanding physical restaurant footprint; by July 2026 the company described more than 130 Wonder locations in 11 states. [S30]

What changed. In February 2025 Grubhub announced elimination of roughly 500 positions as the combined organization worked to integrate functions, reduce management layers and eliminate duplication. [S9] This matters for workforce intelligence because it demonstrates that management is willing to reorganize functions rather than merely leave the acquired company untouched.

The most consequential evidence comes from controller Brigitte Lazarko. She said her organization covers financial reporting, **payroll**, tax, controls, finance operations and cash management; described moving Grubhub financial systems to Wonder’s ERP as a major 2025 project; discussed automation and manual work; and said the businesses were reviewing vendor contracts and aligning systems and processes. [S10]

That is far stronger than a generic “acquisition could cause change” hypothesis.

Workforce complexity. Wonder combines a growing physical-location network with corporate/technology organizations. Grubhub also operates with merchant and delivery-partner networks, but the publicly cited 200,000-plus delivery partners associated with the transaction **must not be treated as Wonder/Grubhub employees or payroll headcount.** [S51]

Current payroll/HR vendor: UNKNOWN. The source establishes payroll responsibility and ERP work, not payroll software.

Likely problems created by the trigger. Organizational changes can require employee reassignments, entity mappings, cost-center changes and controls. Rapid restaurant growth can add onboarding, location hierarchies, time/attendance, scheduling and manager self-service demands. ERP migration creates interface and master-data decisions. Vendor rationalization creates a commercial window in which existing contracts may be reviewed. [S10]

Buyer map. Brigitte Lazarko, VP/Controller at Grubhub, is directly relevant because she publicly states she oversees payroll. [S10] Marc Lore is Wonder's founder and CEO, but the operational buying group is more likely finance/controller, people/HR, enterprise systems/IT and restaurant operations. [S30]

Competitive accessibility. The company's scale and sophistication suggest significant competition and likely existing enterprise tools. A regional provider should not expect to win on “we run payroll.” The credible angle is a specific capability or operating segment where integration, multi-location workforce administration, implementation or support is not adequately covered.

Timing. Strong. ERP integration has been publicly underway, Wonder is positioning itself for further scale, and the physical footprint continues growing. [S10][S30]

Questions before contact: Is payroll included in the broader Wonder/Grubhub system roadmap? How many employee populations/entities remain separate? What system owns employee master data? Which vendor contracts are under review? Are Wonder restaurants administered on the same workforce platform as corporate employees? How is new-store onboarding handled?

Recommended opening: *“You have publicly described payroll within finance, the Grubhub move to Wonder's ERP, opportunities to consolidate vendor contracts, and a push to automate manual work. Rather than assume payroll itself is changing, I'd like to understand how the payroll/workforce layer fits into that target architecture as Wonder continues adding locations.”* [S10][S30]

What not to claim: do not infer that the 2025 layoffs prove payroll-platform dissatisfaction; do not treat delivery partners as employees; do not say a payroll replacement is underway.

Recommended next action: finance-led contact first, with a tightly scoped question about payroll/workforce architecture inside the known system-consolidation program.

M&A, Growth and Public Procurement Intelligence

M&A and growth triggers

The most valuable M&A intelligence in this territory falls into three different types and should not be approached identically.

Account	Verified event	Possible operational issue	Strategic sales hypothesis	Timing
Hudson Regional Health	Four-hospital system created after CarePoint bankruptcy. [S7]	Previously separate entities/processes require governance under one health system.	Ask about HR/payroll/time standardization and consolidated workforce reporting.	Now
Wonder / Grubhub	Acquisition	Entity, employee,	Determine	Now

Account	Verified event	Possible operational issue	Strategic sales hypothesis	Timing
	completed; functions reorganized; ERP/vendor consolidation underway. [S9] [S10]	financial and system integration.	whether payroll/workforce systems are in the target architecture.	
Cooper / Cape Regional	Cape joined Cooper; 33 integration teams and major technology migration followed. [S5]	Legacy-versus-enterprise platform decisions.	Qualify whether workforce systems were included in first-wave integration.	Now–12 mo
Penn / Doylestown	Doylestown became part of Penn in Apr. 2025. [S6]	Administrative integration across a newly affiliated health system.	Map local vs Penn-standard workforce processes.	Now–18 mo
RWJBarnabas / Englewood	Definitive agreement signed Jan. 2026, subject to regulatory approvals. [S8]	Potential future employee/system integration.	Monitor closing first; avoid selling the integration as a completed fact.	6–24 mo
Biocon Cranbury	Facility acquired from Eywa and subsequently established as Biocon's first U.S. manufacturing site. [S41]	Acquired-site workforce and enterprise-process alignment.	Ask what remained local following ownership transfer.	Now–18 mo

For **greenfield and expansion triggers**, the opportunity mechanism differs:

Starman: new employer → workforce needs to be stood up → potential payroll/HR/time architecture decision. [S3]

BeOne: 120-job expansion → staged recruiting/onboarding → potential site-workforce and enterprise-interface needs. [S1]

Bridor: production capacity doubled → possible changes to shifts/headcount/labor reporting → time/WFM qualification. [S4]

ChristianaCare: multiple new clinical sites → repeated onboarding/scheduling/location administration → multi-site WFM qualification. [S27]

Sun Pharma: new headquarters and 220 planned jobs → organizational/location changes → HR/payroll integration qualification. [S17]

Genmab: 300-job expansion program → high-volume hiring → onboarding and workforce-operations qualification. [S16]

The core discipline is that **expansion is not evidence of dissatisfaction**. It creates a reason to ask whether the present system still fits the new operating model.

Public-sector procurement intelligence

Public procurement produced some of the report's strongest verified buying signals—and some of the easiest opportunities to misrepresent.

Public entity	Procurement history	Current interpretation	Future competitive intelligence
Monmouth County	Earlier CC-6-2026 sought HRIS implementation with four one-year maintenance options and was due Dec. 3, 2025. The county subsequently issued CC-10-2026 for HRIS SaaS plus four years of payroll support/SaaS; ten proposals were opened Apr. 14, 2026. [S11][S52][S39]	VERIFIED active procurement cycle, but submission is closed. An award was not located in the reviewed county award material as of Aug. 12. Award status is therefore UNKNOWN , not “still open.”	Watch commissioner resolutions, purchasing/award pages and implementation notices. A concluded award will establish incumbent and a new renewal clock.
City of Trenton	2021 records show payroll/HRIS procurement; current award records identify Primepoint under a CC2021-03 extension. A new CC2026-05 HRIS/payroll solicitation appeared in the city's 2026 results. [S53][S23][S13]	Competitive replacement/renewal cycle is verified. As of cutoff, the reviewed award page had not identified a CC2026-05 winner.	Award resolution will establish whether Primepoint retained the work or a new provider enters. Only then should the next expiry/option window be modeled.
NJ Pinelands Commission	RFP #27-001 for payroll, time & attendance and HR management services posted July 1, 2026. [S20][S12]	Proposal period has closed. No award was identified in the Commission's published resolutions through the records available at cutoff. [S54]	Monitor Commission and Personnel/Budget meetings immediately.
City of Hoboken	2024 RFP disclosed Primepoint as incumbent of roughly 10 years, around 800 plus seasonal employees, and stated no specific incumbent pain points; 2023 spend was about \$90,000. [S21]	Historical competitive intelligence, not evidence of present dissatisfaction.	Find final 2024 award and contract term; then schedule monitoring well before expiry/options.
NJSIG	Sept. 2025 payroll-administration procurement awarded to Paychex for three years with two potential one-year renewals. [S22]	Not an immediate opportunity.	Base-term competitive window is approximately 2028; options could move the effective re-compete later. Monitor earlier for RFP drafting.
PCCC / EdgeMarket	Electronic time-and-attendance solicitation is listed as closed and awarded to two	Current procurement is concluded.	Identify awardees, contract term and cooperative purchasing mechanics before

Public entity	Procurement history	Current interpretation	Future competitive intelligence
	vendors. [S47][S19]		assigning future pipeline value.

The resulting **trigger-to-need map** illustrates how intelligence should become a sales motion:

Signal	Verified event	Possible operational problem	Potential solution category	Likely buying function	Timing	Sales action
Greenfield manufacturing	Starman plans 250 Warren jobs. [S3]	Employment infrastructure must scale as production ramps.	Payroll + HRIS + onboarding + time	HR + finance + operations	Now	Reach workforce-infrastructure owner before mass hiring.
Hospital consolidation	HRH combines four hospitals. [S7]	Entity/process/reporting inconsistency.	Payroll/HRIS/WFM integration	HR + finance + IT	Now	Lead with standardization on discovery.
M&A/system consolidation	Wonder/Grubhub integrating ERP and vendors. [S10]	Duplicate systems, interfaces and controls.	Integration + payroll/workforce architecture	Controller + HR + IT	Now	Ask whether payroll is in target architecture.
Production expansion	Bridor doubles Vineland capacity. [S4]	Possible shift/time/lab or reporting changes.	Time & attendance + scheduling + payroll	Plant HR + ops + finance	Now	Qualify workforce changes caused by new lines.
New clinical sites	ChristianaCare adding PA campuses. [S27]	Repeated new-site staffing and scheduling.	Onboarding + WFM + reporting	HR + operations	0–18 mo	Approach regional operating leadership.
Public RFP	Monmouth explicitly procured HRIS/payroll. [S11]	Existing technology/process is entering formal selection.	HRIS/payroll SaaS	IT + HR + procurement	Selection stage	Bidder: manage evaluation; non-bidder: monitor award.
Public re-compete	Trenton procured HRIS/payroll after Primepoint relationship. [S23][S13]	Contract cycle has reached competitive review.	Payroll + HRIS	Administration + finance + HR	Selection stage	Determine award; reconstruct next cycle.
Pharmaceutical expansion	BeOne adds 120 jobs. [S1]	Staged onboarding and site-workforce growth.	HRIS/onboarding/reporting/time	HR + site ops + finance	3–24 mo	Build relationship before peak staffing.

False Signals, Risks and Territory Intelligence

Opportunity intelligence becomes valuable partly through what it **removes**.

NJSIG — downgraded to watchlist. Payroll procurement looks attractive in a search result. The stronger evidence shows the contract was awarded to Paychex in September 2025 for a three-year base term plus potential renewals. That converts an apparent “payroll buyer” into future-cycle intelligence. [S22]

PCCC / EdgeMarket — downgraded. The electronic time-and-attendance requirement is an excellent solution fit, but the procurement record says it is closed and awarded to two vendors. Treating that as an open sales lead would be factually wrong. [S47][S19]

City of Hoboken — downgraded. Its 2024 RFP provides rare incumbent intelligence: Primepoint, roughly 10 years of tenure and payroll/HR/time functionality. But the city's own Q&A stated no specific incumbent “pain points.” A salesperson therefore has no evidence to say Hoboken wanted to leave Primepoint because of poor service. [S21]

Coriell innovation center — rejected as a direct 150-job payroll lead. NJEDA says a new Camden innovation center is expected to create about 150 permanent jobs, but its purpose is to host and support emerging biotech companies. The announcement does not establish that all 150 become Coriell employees. Treating “150 jobs” as one payroll population would overstate the account. [S55]

Nokia / HELIX — downgraded for timing and accessibility. Nokia Bell Labs is expected to become a major HELIX tenant, with the H-2 building targeted toward 2028. That is legitimate long-range territory intelligence, but a global Nokia workforce plus a 2028 relocation creates less near-term accessibility than Starman, Enzene or Bridor. [S56][S57]

Saint Peter's — downgraded after transaction failure. An earlier Atlantic Health transaction contemplated significant integration and modernization, but the parties terminated the transaction in October 2025. The earlier proposed deal's technology plans should **not** be presented as current Saint Peter's projects. The valid current signal is only that Saint Peter's remains independent and said it would rethink its future. [S58][S45]

Several analytical risks apply across the entire pipeline.

Risk / assumption	Consequence	Control used in this report
Expansion does not equal vendor dissatisfaction	False-positive “replacement” leads	Expansion is treated as a reason for discovery, not proof of a purchase.
Announced job targets may not equal realized headcount	Overstated account value	Planned jobs are labeled as planned; Enzene's conflicting workforce trajectory is explicitly noted. [S31][S32]
M&A does not automatically produce platform replacement	Premature sales pitch	Integration is framed as a problem to investigate.
Closed RFPs can look current in search engines	Sales teams chase inaccessible bids	Proposal deadline and award status are checked separately.
Private employers rarely disclose payroll vendors	Seller may invent an incumbent	Vendor is marked UNKNOWN unless primary/public procurement evidence verifies one.
Very large healthcare systems may exceed regional-provider sweet spot	High trigger score but poor competitive access	Accessibility is a distinct scoring factor.
Acquisition agreements can fail	Future integration may never	RWJBarnabas/Englewood is

Risk / assumption	Consequence	Control used in this report
or face approvals	happen	explicitly contingent; Saint Peter's terminated deal is not treated as current. [S45][S8]
Contractor/partner populations can be confused with employees	Inflated payroll opportunity	Grubhub delivery partners are not counted as payroll headcount. [S51]
Public procurement records may lag decisions	"No award found" can be misread as "no award exists"	Award status is stated as UNKNOWN , not asserted absent.

Territory intelligence beyond individual accounts

The **Hopewell–Princeton–Plainsboro corridor** deserves a specialized account-development program. Within a relatively compact geography, BeOne is investing another \$300 million, Enzene has launched U.S. manufacturing, ProBio has built a large manufacturing operation, Genmab has expanded Plainsboro and Sun Pharma is establishing its U.S. headquarters in Princeton. [S1][S2][S16][S17][S18] A seller can therefore develop repeatable discovery around GMP manufacturing hiring, controlled work environments, cross-border organizations and new-site workforce operations.

The **NJEDA board and incentive announcements are a powerful early-warning source**. Starman's June 2026 award and BeOne's July 2026 award publicly exposed job counts, project size and site-selection decisions before the resulting workforces are mature. [S33][S3] A sales team that systematically monitors these awards can identify greenfield workforce accounts earlier than teams relying on static business databases.

In **healthcare**, the strongest signals come from consolidation and physical-network expansion rather than generic hospital size. Hudson Regional Health, Cooper/Cape Regional, Penn/Doylestown, RWJBarnabas/Englewood and ChristianaCare all have different structural changes that can be translated into workforce questions. [S5][S27][S6][S7][S8]

In **public-sector selling**, the durable asset is the contract-cycle database. Trenton's records show how a 2021 payroll/HRIS relationship becomes a 2026 competitive procurement; Hoboken's Q&A exposes incumbent tenure and operating scale; NJSIG's award establishes the future base-term horizon. [S21][S22][S23] These records are more useful when converted into renewal calendars than when treated as one-time RFP alerts.

Sales Strategy and Monitoring

A salesperson should not attempt 26 accounts with equal intensity.

Window	Accounts	Specific action	Intended outcome
First 30 days	Starman, Hudson Regional Health, Wonder/Grubhub, Enzene, Bridor, BeOne, Cooper, ChristianaCare	Map HR/finance/IT/operation s owners; send trigger-specific outreach; conduct first discovery; verify incumbents and current project ownership.	Convert eight evidence-backed accounts into qualified/disqualified conversations.
Days 31–60	Genmab, Penn Doylestown, Sun	Validate realized hiring, system-integration	Promote only accounts where the trigger has

Window	Accounts	Specific action	Intended outcome
Days 61–90	Pharma, Inspira, Made Scientific, ProBio, Biocon	status and actual workforce impact of the trigger before deeper pursuit.	created an unresolved workforce problem.
	Monmouth, Trenton, Pinelands, RWJBarnabas/Englewood, Beebe, Saint Peter's, Mazzotta, Puratos	Reconstruct awards/contract terms, monitor transaction closing and facility milestones, establish nurture cadences.	Create future-cycle pipeline rather than forcing premature opportunities.
Structured watchlist	PCCC, Hoboken, NJSIG	Record incumbent/award/term data; monitor only at defined intervals.	Prevent reps from wasting current prospecting time on concluded cycles.

The first outreach sequence should not be a standard “three-email payroll campaign.” The first message should cite the event; the second should present the operational hypothesis; the third should ask a binary qualifying question.

For example, the Starman sequence is: “You are building a 250-job Warren operation” → “greenfield manufacturers need to decide workforce architecture before hiring scales” → “has payroll/HR/time infrastructure already been selected?” [S3]

For Hudson: “four hospitals were brought into one network” → “multi-entity systems often need a deliberate standardization decision” → “are payroll/time/HR processes now centralized or still site-specific?” [S7]

For Wonder: “Grubhub finance has disclosed ERP migration, vendor consolidation and payroll responsibility” → “that may create an architecture review” → “is payroll/workforce technology included in the target-state work?” [S10]

Monitoring intelligence

Account	What to monitor	Best source	Score-increasing event	Score-reducing event	Cadence
Starman	Facility commissioning, hiring, HR/operations leadership, job openings	NJEDA + company newsroom/careers	Large hiring wave; HR leader hired; facility enters production	Evidence that global enterprise HR/payroll stack is already locked in	Weekly during build
Hudson Regional Health	System integration, leadership, modernization, contracts	HRH newsroom + hospital/municipal releases	Workforce-system standardization project or senior HR/IT appointment	Verified completed standardization under inaccessible incumbent	Biweekly
Wonder / Grubhub	ERP program, vendor consolidation, store openings, finance/people leadership	Wonder newsroom	Payroll/workforce system included in integration program	Explicit long-term platform renewal outside reach	Monthly

Account	What to monitor	Best source	Score-increasing event	Score-reducing event	Cadence
Enzene	Actual headcount, additional suites, HR leadership, hiring	Enzene newsroom/careers	Site grows materially beyond recent ~60–80 range	Hiring stalls or enterprise vendor fully standardized	Monthly
Bridor	Bread-line operation, hiring/shifts, plant HR	Bridor announcements + local economic-development sources	Added shifts/headcount or workforce-systems role	Expansion achieved mostly through automation with little labor change	Monthly
BeOne	Construction, 120-job recruitment, site HR leadership	BeOne + NJEDA	Hiring accelerates; local HR/WFM project appears	Enterprise platform fully absorbs expansion without new needs	Monthly
RWJBarnabas / Englewood	Regulatory approvals and closing	Organizations' official newsrooms	Transaction closes and integration office forms	Deal terminates or integration remains wholly inaccessible	Monthly
Monmouth County	CC-10-2026 award and implementation	County purchasing/commissioner records	Award/implementation details reveal vendor and term	Long locked contract with no relevant subcontracting angle	Weekly until award
Trenton	CC2026-05 award, council resolution, start date	City award and council records	New vendor/implementation or defined future term	Multi-year award fully settles account	Weekly until award
Pinelands Commission	RFP #27-001 award	Commission resolutions/minutes	Award, vendor and term published	Long-term award completed	Every meeting cycle
Beebe	New-campus construction and hiring	Beebe newsroom	Major recruiting tied to new 2027 facilities	Project delays	Monthly
NJSIG	Renewal-option decisions and future RFP planning	NJSIG procurement records	Early market research/RFP preparation before 2028	Option exercised with no competitive activity	Quarterly until 2027, then monthly

The rule for monitoring should be simple: **do not merely watch news. Watch for events that change the sales thesis.** A new facility announcement matters less than an HR leader appointment, mass hiring wave, integration project, RFP draft, contract award or verified platform decision because those events move the account closer to—or farther from—an actionable purchase.

Final Sales Action Sheet

Account	Why now	Who to approach	First action	Research-informed opening	Timing
Starman New Photonics	Newly formed U.S. manufacturer is building a \$150M Warren operation expected to create 250 jobs. [S3]	U.S. HR/people leader; finance/controller; site operations	Identify workforce-system ownership and hiring sequence	“As Warren moves from facility build to a 250-job operating organization, when are payroll, HR and time processes being selected relative to hiring?”	Now
Hudson Regional Health	Four hospitals and >70 practices recently combined under one system. [S7]	Enterprise HR; payroll; finance; IT	Determine what was centralized versus retained locally	“How are workforce processes being standardized across the four hospitals after the combination?”	Now
Wonder / Grubhub	Payroll sits under the controller function while finance systems move to Wonder's ERP and vendor consolidation continues. [S10]	Brigitte Lazarko / relevant Wonder finance, HR and enterprise systems leaders	Ask whether payroll/workforce architecture is part of target state	“Does the ERP/vendor-consolidation roadmap also touch payroll and workforce systems, or are those deliberately staying separate?”	Now
Enzene	First major U.S. manufacturing site is operational and the site workforce has been growing. [S31][S2]	Norm Stoffregen; U.S. HR; finance	Verify current headcount, provider and planned staffing	“As Hopewell adds suites and builds the U.S. team, has the workforce platform evolved with the operating model?”	Now
Bridor USA	\$200M expansion has doubled Vineland production capacity. [S4]	Plant HR; operations; finance	Establish whether headcount/shifts/time capture changed	“What changed on the workforce side when the new Vineland lines and capacity came online?”	Now
BeOne Medicines	\$300M July 2026 expansion adds approximately 120 jobs. [S1]	Site HR; operations; finance	Map hiring ramp and local-versus-enterprise HR systems	“How are you designing the workforce layer now so the 120-position expansion scales cleanly into 2029?”	Now-6 mo
Cooper University	Cape Regional integration has	HR integration; finance; IT;	Determine whether	“Were HR/payroll/time	Now-6 mo

Account	Why now	Who to approach	First action	Research-informed opening	Timing
Health Care	included 33 integration teams and major technology migration. [S5]	regional operations	workforce systems were already standardized	platforms integrated in the same wave as the clinical systems, or is there still regional infrastructure?"	
ChristianaCare	Multiple southeast PA facilities are opening on overlapping timelines. [S27]	Regional HR + operations	Identify who owns cross-site staffing infrastructure	"How are onboarding, scheduling and workforce administration being standardized as the Pennsylvania network expands?"	Now–12 mo
Genmab	Original expansion program targeted 300 new Plainsboro jobs by Sept. 2026. [S16]	HR + finance + IT	Verify achieved hiring before outreach	"Where does the Plainsboro workforce actually stand versus the original expansion plan, and has that growth changed HR/payroll administration?"	Now–6 mo
Penn Medicine Doylestown	Integration remains visible and new CEO took office June 2026. [S37][S38]	Doylestown/ Penn HR integration + finance + IT	Map remaining local administrative systems	"Which workforce processes are now Penn-standard, and which remain local more than a year into the integration?"	Now–12 mo
Sun Pharma	New Princeton U.S. HQ is associated with 220 new jobs and hundreds of retained jobs. [S17]	U.S. HR + finance + IT	Verify relocation/hiring status and platform impact	"As the Princeton organization scales, is the headquarters move simply a location change or has it also changed U.S. workforce administration?"	3–12 mo
Monmouth County	Formal HRIS/payroll procurement received ten proposals. [S11] [S39]	Purchasing/IT/ HR only within procurement rules	Monitor award; pursue only if already a valid participant	"No unsolicited replacement pitch—the immediate intelligence task is to determine award, vendor, implementation	Award monitoring

Account	Why now	Who to approach	First action	Research-informed opening	Timing
Trenton	New HRIS/payroll procurement follows a documented Primepoint relationship. [S23][S13]	Administration/HR/finance/procurement	Obtain award outcome before prospecting	and term.” “The commercial question now is who won CC2026-05 and what competitive window that award creates next.”	Award monitoring
RWJBarnabas / Englewood	Definitive combination agreement creates potential future integration. [S8]	Enterprise HR/IT/finance after closing	Monitor regulatory completion	“Once the transaction closes, determine which workforce integration decisions are actually in scope before approaching.”	6–24 mo
Beebe Healthcare	Multiple Delaware facilities are being added through 2027. [S42][S43]	HR + regional operations	Enter early nurture tied to staffing milestones	“As Millsboro and the 2027 expansion move closer to opening, how will workforce administration scale across the new sites?”	6–18 mo

The commercial lesson from the research is straightforward: **the best payroll/workforce prospect is not necessarily the employer with the most employees. It is the employer where a verifiable event has created a new operational question that somebody must answer.**

For this territory, those questions are forming most clearly around **new manufacturing workforces, healthcare integration, multi-location expansion, M&A-driven system consolidation and defined public procurement cycles.** The sales advantage comes from reaching those accounts with the evidence and the right question before the trigger disappears into ordinary operations. [S10][S11][S3][S4][S7]

That is the practical distinction behind the Quantum Leaps AI process:

Research → Verify → Analyze → Prioritize → Strategize

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