Sourcing as a Service
Overview
The Problem

Job placement is a lucrative business but state of the art platforms today lead to a high degree of mismatched opportunities for job seekers and employers. This creates frustration, wasted time and effort.

As seasoned recruiters with decades of experience, successfully placing candidates in jobs, we have invented a better solution.
The Employer Dilemma

Recruitment services are necessary but poor quality is overwhelming - more work with less results.

Mismatched Opportunities
## Market Validation

Employers are spending billions **to not find** candidates via recruitment services.

<table>
<thead>
<tr>
<th>Company</th>
<th>Subsidiary</th>
<th>Reporting Period</th>
<th>Annual Revenue</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recruit Holdings, Inc.</td>
<td>Indeed</td>
<td>FY2017</td>
<td>$1,171,500,000</td>
<td>Recruit Holdings, Inc. 2017 Annual Report</td>
</tr>
<tr>
<td>DHI Group, Inc.</td>
<td>Dice</td>
<td>FY2017</td>
<td>$50,900,000</td>
<td>PRNewswire, 07 Feb 2018, Earnings Press Release</td>
</tr>
<tr>
<td>CareerBuilder</td>
<td></td>
<td>FY2016</td>
<td>$714,000,000**</td>
<td>Crain’s Chicago Business Review, June 19, 2017 by Lynne Marek.</td>
</tr>
<tr>
<td>ZipRecruiter</td>
<td></td>
<td>FY2016</td>
<td>$140,000,000**</td>
<td>USA Today, July 18, 2016 by Jefferson Graham</td>
</tr>
<tr>
<td>Microsoft</td>
<td>LinkedIn Recruiter</td>
<td>FY2016</td>
<td>$2,496,000,000*</td>
<td>Investopedia, August 20, 2018</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td><strong>$5.148 B</strong></td>
<td></td>
</tr>
</tbody>
</table>

*figure is annualized based on reported Q3 performance, actual annual revenue figures not available due to acquisition by Randstad and Microsoft respectively.

**privately held companies with limited financial performance data available.
<table>
<thead>
<tr>
<th>Statistic</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unfilled Jobs in the US each Day*</td>
<td>237,866</td>
</tr>
<tr>
<td>Daily Active Job Seekers on Job Boards**</td>
<td>16,600</td>
</tr>
<tr>
<td>Percentage of Workforce Actively Seeking Employment</td>
<td>.01%</td>
</tr>
<tr>
<td>Number of Passive Workers Daily*</td>
<td>162,620,340</td>
</tr>
<tr>
<td>Number of Passive Workers Open to a Job Change***</td>
<td>85%</td>
</tr>
<tr>
<td>Number of Potential Passive Workers Interested in the right Job Suggestion</td>
<td>138,227,289</td>
</tr>
</tbody>
</table>

*US Dept. of Labor BLS.  
**Careerbuilder  
***Yoh/The Harris Poll
What We Do

Provide available, interested and matched candidates for open job requisitions in a subscription model

**B2C**
- Hiring Manager

**B2B**
- Hiring Manager or Recruiter

- Direct Hire
- Permanent
- Contingent
- Contractor
How We Do It

We apply neural networks and data science to reduce millions to the best few candidates for a specific job requirement.
The Role of Data Science
Making the Match

Job Posting

Job Description:

Business Overview:
U.S. Trust, Bank of America Private Wealth Management is a leading private wealth management organization providing vast resources and customized solutions to help meet clients’ wealth structuring, investment management, banking and credit needs. Clients are served by teams of experienced advisors offering a range of financial products and services, including investment management, financial and succession planning, philanthropic and specialty asset management, family office services, custom credit solutions, financial administration and family trust stewardship.

U.S. Trust is part of the Global Wealth and Investment Management unit of Bank of America, N.A., which is a global leader in wealth management, private banking and retail brokerage. U.S. Trust employs more than 4,100 professionals and maintains 118 offices in 39 states.

Job Description:

Overall Description:
• Provide technical tax expertise to meet the needs of clients in support of the integrated delivery of products and services.
• Work closely with PTS and other client team members coordinating service fulfillment and expanding relationships.
• Prepare the more complex federal and state tax returns.
• Review the more basic federal and state tax returns.
• Reports to Personal Tax Manager or Team Lead

Key Responsibilities

Client Service/ Fulfillment:
• Prepare the more complex federal and state tax returns.
• Review the more basic federal and state tax returns.
• Deliver superior service and a consistent customer experience.
• Provide assistance to team in area of problem resolution.
• Provide product knowledge and expertise to address client needs. Conduct tax research to resolve complex tax problems. Advise clients on tax treatment of transactions and technical tax matters.
• Respond effectively and timely to client inquiries.
• May own some of the more basic client relationships for PTS.

Risk Management:
• Accountable for compliance with federal and state tax laws for all clients serviced.
• Exercise sound judgment in decision-making, taking into consideration managing risk and compliance with internal policies and procedures.
• Review the more basic federal and state tax returns.
• Demonstrate comprehensive knowledge of U.S. Trust products and applicable tax laws.
• Prefer to have some prior training in current systems, software programs and tools used by PTS.

Associate Development:
• Take personal responsibility for career development and work with management to regularly review personal progress, area of development, training needs, opportunities, etc.
• Participate in continuing education courses/seminars to keep abreast of area of expertise (new product offerings, legal/regulation updates, strategies, etc.)

Qualifications:
• Minimum 4 year’s experience in an individual tax services environment. Accounting, finance or law degree, or CPA or CFP designation is a plus.
• Demonstrated oral/written and presentation communications skills.
• Strong working knowledge of individual tax return preparation and processing in a high volume environment.
• Able to work in a multi-task environment, managing multiple priorities while delivering results
• Computer literate

Resume

Han Niu
5407 37th St. Bayside Hills, NY 11364 | (718) 349-1921 | haniu@yahoo.com

I am a recent MS Taxation graduate eager to start a career in accounting. I am in the process of taking CPA exams.

EDUCATION

St. John’s University, Peter J. Tobin College of Business, Queens, NY
B.S in Accounting GPA: 3.55/4.0 May 2015
MS in Taxation GPA: 3.45/4.0 May 2017

Related Course Work: Intermediate Accounting I & II, Cost Accounting I & II

Avanti Accounting and Taxation Scholars Prog, Dean’s List

University Paris Dauphine (Exchange Program), Paris, France
Spring 2014

EXPERIENCE

AGI Accounting Intern

• Assisted in audits from PwC Audit team and Internal Control by preparing documents with managers and associate directors
• Advised account numbers over million dollars and provided reasonable explanations
• Prepared STAT and GARP quarterly and year-end tax provisions by managing spreadsheet of over 20 tabs for those AGI subsidiary
• Assisted with and recorded differences on tax provisions to pass SOX and MAR control tests

Office of Alumni Relations - St. John’s School of Law

Research Assistant

• Managed, researched, and updated law alumni employment status and contact information with customer service skills
• Assisted in semester alumni events inclusive Continuing Legal Education for over 100 attendees
• Impressed alumni inquiries over the phone, and made event reservations

John Liu for Mayor 2013

Research Assistant

• Created research to date on judicial records and contribution records
• Prepared for post-election audit by studying Campaign Finance Board Document Request, supplied documentation

Organized 6 Youth Action Team members to send fundraising letter to over 100 potential donors

LEADERSHIP

St. John’s Ascend President

December 2015 - December 2016

• Leading an Executive Board of five members to host more than ten events and programs
• Connect and host on-campus networking events with Big Four recruiters, professionals as guest speakers
• Analyze talent needs and made adjustments to executive board responsibilities

PROJECTS

Deloitte Case Competition - November 2015

• Researched and demonstrated journal entries for referral credit policies in the assigned case
• Actively analyzed the case scenario by researching GAAP policies and presented the best solution with team of five in 5 weeks
• Remained on Deloitte senior management and local auditors, was praised for excellent teamwork and communication skills
• Demonstrated time management skills when working with team members and Deloitte advisors under tight timeline

VFP with St. John’s Life and Times Program

• Interviewed clients face to face and gathered useful tax related information
• Prepared tax returns for lower income clients, including them in an, 20,199, 2019-T
• Filed more than 20 tax returns in the season of 6 weekends

PricewaterhouseCoopers Tax Case Challenge

• Researched and recommended tax policies to PricewaterhouseCoopers Partners regarding virtual currency transactions
• Managed meetings and rehearsals for the presentation to ensure presentation quality
• Out for the team and answered unanticipated question from the judge

SKILLS

Computer: Excel ( Pivot table, macros, etc.), PowerPoint (Intermediate), Word (advanced), Data Entry, Data Analysis
Language: Chinese (native), English (Fluent), French (conversational)
Making the Match

Resume

Han Niu
Accounting Professional
9 New York, NY

I am a recent MS Taxation graduate eager to start a career in accounting. I am in the process of taking CPA exams.

Skills  Experience  Education

• Experience
• Skills
• Assessments
• Metadata

Job Posting

Job Description:
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• Exercise sound judgment in decision-making, taking into consideration managing risk and compliance with internal policies and procedures.
• Review the more basic federal and state tax returns.
• Demonstrate comprehensive knowledge of U.S. Trust products and applicable tax laws.
• Proficient in and/or obtains training regarding current systems, software programs and tools used by PTS.

Associate Development:
• Take personal responsibility for career development and work with management to regularly review personal progress, areas of development, training needs, opportunities, etc.
• Participate in continuing education courses/seminars to keep abreast of area of expertise (new product offerings, legal/regulation updates, strategies, etc.)

Requirements:
• Minimum 4-year experience in an individual tax services environment. Accounting, finance or law degree, or CPA or CFP designation is a plus.
• Demonstrated oral, written, and presentation communications skills.
• Strong working knowledge of individual tax return preparation and processing in a high-volume environment.
• Able to work in a multi-task environment, managing multiple priorities while delivering results.
• Computer literate.
Making the Match

Resume

- Experience
- Skills
- Assessments
- Metadata

Job Posting

- Natural Language Processing (NLP)
- Machine Learning
- Contextual Matching
- Standardized Skill Taxonomy
Making the Match

Candidates Matched to the Most Relevant Jobs
Using Artificial Intelligence

- Experience
- Skills
- Assessments
- Metadata

- Natural Language Processing (NLP)
- Machine Learning
- Contextual Matching
- Standardized Skill Taxonomy
Sample Input: Job Description

DEVOPS ENGINEER

Process Tasks
• Gather and manage requirements from local Autonomous Driving (AD) Team, consolidate, and communicate to central “Big Data for AD” team in Germany
• Analyzing and communicating processes reliability, quality and cost on behalf of AD and local IT
• Implementation of new tools as well as support models independently
• Identify potential for system performance improvement
• Ensure the implementation of best practices in hardware set up and maintenance with the corporate IT team

Big Data Tasks
• Facilitating of user access for administration, data check-in and conversion
• Search for data local as well as distributed on behalf of developers
• Support and maintain storage availability for vehicle data to infrastructure as well access administration
• Continually analyze infrastructure security and computing power for local and remote processing
• Support data validation and security regarding content and malware
• Support and provision Licenses for Remote Workplace, Distributed Data Search, Simulation, etc.
• Build support model in cooperation with local and corporate IT teams

General Requirements
• Min. 2 years’ experience in IT Infrastructure, Linux Administration, Networking
• Experience in operating large Hadoop systems and related applications
• Networking skills with VLAN-tagging, port based VLAN, Firewalls, software defined networking …
• Experience with different cable technologies: Fiber, Ethernet, etc.
• Know How in virtualization, container based environments, storage technologies, data tiering concepts
• Excellent communication and coordination skills
• Experience working in large corporation, with complex network architecture across multiple continents
• International experience, working with teams in DevOps model
• Experience in project management preferred
<table>
<thead>
<tr>
<th>Full name</th>
<th>All phone numbers</th>
<th>All emails</th>
<th>Linked step</th>
<th>Do you skills and experience include any of the following?</th>
<th>Years of related experience do you have working with CNCL, source code management, and automating development tools?</th>
<th>Please select the programming/scripting languages you have experience in.</th>
<th>Please select the automation tools that you have experience with:</th>
<th>What hourly pay rate range are you seeking?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Syed, Main</td>
<td>971-220-6026</td>
<td><a href="mailto:moined.hadoop@gmail.com">moined.hadoop@gmail.com</a></td>
<td>Saved for Later</td>
<td>Expert level knowledge and experience in CI/CD (Continuous Integration/Continuous Delivery), Providing advanced Git support, Experience utilizing Jenkins to manage build jobs used to build front-end code templates, Automation experience with configuration management tools.</td>
<td>4-7 years</td>
<td>Python, Java, Other</td>
<td>Other automation tools</td>
<td>$60-70/hour</td>
</tr>
<tr>
<td>Gajjela, Jane Reddy</td>
<td>+1 (408) 306-0546, 4083060646</td>
<td><a href="mailto:janaradhy.g@conferrasoft.com">janaradhy.g@conferrasoft.com</a> [invalid]</td>
<td>Saved for Later</td>
<td>Source code management expertise (specifically GitHub), Providing advanced Git support, Automation experience with configuration management tools.</td>
<td>4-7 years</td>
<td>Python, Bash/Shell</td>
<td>Chef, Salt</td>
<td>$70-80/hour</td>
</tr>
<tr>
<td>Ramanujam, Vasudevan</td>
<td>(832) 725-8270</td>
<td><a href="mailto:ramanujan.vasudevan@gmail.com">ramanujan.vasudevan@gmail.com</a>, <a href="mailto:vasu.vram@yahoo.com">vasu.vram@yahoo.com</a></td>
<td>Talent Cloud / Submittal</td>
<td>Expert level knowledge and experience in CI/CD (Continuous Integration/Continuous Delivery), Source code management expertise (specifically GitHub), Providing advanced Git support, Automation experience with configuration management tools.</td>
<td>4-7 years</td>
<td>Python, Ruby, Java, Bash/Shell</td>
<td>Chef, Other automation tools</td>
<td>$100-115/hour</td>
</tr>
<tr>
<td>Petrou, Mike</td>
<td>(408) 401-3713</td>
<td><a href="mailto:mike.petrov79@gmail.com">mike.petrov79@gmail.com</a>, <a href="mailto:mike.petrov@gmail.com">mike.petrov@gmail.com</a></td>
<td>Saved for Later</td>
<td>Expert level knowledge and experience in CI/CD (Continuous Integration/Continuous Delivery), Source code management expertise (specifically GitHub), Automation experience with configuration management tools.</td>
<td>1-3 years</td>
<td>Python, Bash/Shell</td>
<td>Ansible</td>
<td>$60-70/hour</td>
</tr>
<tr>
<td>Reddy, Sambaan</td>
<td>(775) 775-5265, 775-775-5265</td>
<td><a href="mailto:deap7318@gmail.com">deap7318@gmail.com</a></td>
<td>Talent Cloud / Submittal</td>
<td>Expert level knowledge and experience in CI/CD (Continuous Integration/Continuous Delivery), Source code management expertise (specifically GitHub), Automation experience with configuration management tools.</td>
<td>4-7 years</td>
<td>Python</td>
<td>Chef, Puppet, Ansible</td>
<td>$70-80/hour</td>
</tr>
<tr>
<td>Woodworth, Robert</td>
<td>510-473-7236, 12104737236</td>
<td><a href="mailto:toxiogadget@gmail.com">toxiogadget@gmail.com</a></td>
<td>Saved for Later</td>
<td>Source code management expertise (specifically GitHub), Automation experience with configuration management tools. Experience utilizing Jenkins to manage build jobs used to build front-end code templates, Automation experience with configuration management tools.</td>
<td>1-2 years</td>
<td>Python, Bash/Shell, Golang</td>
<td>Chef, Puppet, Ansible, Salt, Other automation tools</td>
<td>$70-80/hour</td>
</tr>
<tr>
<td>Nandi, Mahesh</td>
<td>(707) 408-5026</td>
<td><a href="mailto:meheshn.devops@gmail.com">meheshn.devops@gmail.com</a>, <a href="mailto:meheshnandi.devops@gmail.com">meheshnandi.devops@gmail.com</a></td>
<td>Saved for Later</td>
<td>Expert level knowledge and experience in CI/CD (Continuous Integration/Continuous Delivery), Source code management expertise (specifically GitHub), Providing advanced Git support, Automation experience with configuration management tools.</td>
<td>7-10 years</td>
<td>Python, Ruby, Bash/Shell</td>
<td>Chef, Puppet, Ansible</td>
<td>$60-70/hour</td>
</tr>
</tbody>
</table>
Sample Candidate Communications
Communications

Welcome to Genesys

Thank you for applying! For your convenience, we've created an account for you at Genesys so that you can discover more opportunities similar to this one in the future.

CLICK HERE to create your password.

As a Genesys member, you can expect us to respect your time and contact you only with meaningful information or with an occasional request for personal or professional details that will enhance your Genesys experience.

Thanks for joining – let’s do big things together.

Sincerely,
The Genesys Team

Hi, Amy -

We have analyzed your resume using our technology and created a list of skills and certifications that we think you may wish to add to your profile. This is a process that allows us to ensure that your profile is a fair representation of your qualifications. Hence, we have made a list of skills and certifications that we think you may want to add to your profile, and we're sending this list to you.

CLICK HERE to see what your resume says about you.

While looking over your skills and certifications, we noticed that you didn’t include any of the ones we’ve listed. We’ve included some skills and certifications that we think may be relevant to your profile, or you may want to add skills and certifications that you don’t want in your profile, and add any that we’ve missed. Our robot isn’t perfect yet, but it tries hard.

Warmest wishes,
The Genesys Team
Communications

Hi Amy,

We have a number of exciting Help Desk positions with immediate need in Columbus, OH and thought you or someone you know might be interested in learning more. We are looking to fill these roles rather quickly, so act fast!

Location: Columbus, OH 43239
Pay: $16-22/hour
Contract Length: up to 12 months
Start Date: 2/12/18
Openings: 5

The 2-part application process consists of a quick questionnaire and a short video interview. If you are interested, please CLICK HERE to view the job details and apply, and follow THIS LINK to complete your video interview. The questionnaire and video interview can be done from your computer or mobile device.

If you successfully pass both parts of the application process, you are guaranteed an interview. All interviews will be scheduled 10/9 - 9/2 and offers made by Friday, 2/2/18.

If you have any questions or concerns please reach out to me at any point. Also, feel free to pass this along to anyone you know who may be interested. We look forward to working with you!

Best Regards,

Corey Gneidner
Talent Manager
corey.gneidner@genesystalent.com
My LinkedIn Profile

Congratulations Amy Jacobs!

You’ve made it to the next step of the hiring process. Genesys Talent would like you to answer a few questions in a One-Way Video Interview on Spark Hire.

Here are the details for your interview.

One-Way Video Interview
With: Genesys Talent
Position: Help Desk
Due by: Jun 02, 2018 at 4:00 PM CDT

Accept interview invitation

Let’s start something.

Schedule your Interview

You are going to be interviewed for the position: Test Job 1. The following slots are still free. Please, select at your convenience.

Schedule your Interview

Get engaged.
Stay engaged.
Hi Amy,

Congratulations! You're on your way to landing a new job. Now, take advantage of our $100 Referral Bonus program.

If you know anyone who would be interested in a similar role, we would love to reach out to them. When someone you referred is hired, you will receive $100 after they start their first day of work.

Click here to refer your friends, family, and coworkers! Once on the page, click the Refer button and enter the name, email, and phone of the person you want to refer.

Come back to this portal at any time to track the progress of those you’ve referred. If this is your first time logging in, you may want to create/reset your password (if you haven't provided one yet), because this link will expire.

To reset or create your password after entering the portal, click the “My Profile” link > Click “Update Profile” icon > Finally, click “Reset Password.”

Thanks for being a part of the Genesys community—we look forward to pursuing this opportunity with you.

Sincerely,
## Sourcing Campaign Performance Overview

For average/good campaigns we expect to see:

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Metric</th>
<th>By the Numbers…</th>
</tr>
</thead>
<tbody>
<tr>
<td>90%</td>
<td>Reached</td>
<td>900</td>
</tr>
<tr>
<td>40%</td>
<td>Opened</td>
<td>360</td>
</tr>
<tr>
<td>30-50%</td>
<td>Click Through (to questionnaire)</td>
<td>108 - 180</td>
</tr>
<tr>
<td>37.5%</td>
<td>Registered (questionnaire completed)</td>
<td>40 - 67</td>
</tr>
<tr>
<td>1.5-3%</td>
<td>Unsubscribe</td>
<td>13 - 26</td>
</tr>
</tbody>
</table>

By the numbers…

- **1000 EMAILS SENT**
- **900 Reached**
- **360 Opened**
- **108 - 180 Click Through (to questionnaire)**
- **40 - 67 Registered (questionnaire completed)**
- **13 - 26 Unsubscribe**