

As a Software Company focused on Social Recruitment, Jobscience is Revolutionizing the Recruitment Process by Allowing Employers to Build Talent Pools and Talent Communities Before they have Jobs Open to Fill those Positions

**Business Services
Talent Relationship Management**

Jobscience
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Ted Elliott
CEO

BIO:

Regarded as a pioneer in the adoption of CRM for recruitment, Ted Elliott has a vision to connect companies with great people by using cloud-computing applications. Ted believes that automation, integration, cloud delivery and breaking down walled-garden technology are key to driving value for today's social enterprises.

Ted has been an industry commentator for *The Wall Street Journal*, *Bloomberg Businessweek*, *Computerworld*, *Staffing Industry Maga-*

zine, *RedOrbit.com* and *InfoWorld*. He is also committed to assisting non-profits through technology. He led Jobscience's effort to launch Hire Heroes USA's career website to help wounded veterans connect with meaningful careers.

Ted received a B.A. in History from Washington and Lee University and a J.D. from the University of San Francisco School of Law.

About Jobscience:

As the leader in Social Relationship Management for HR, Jobscience understands that social connectivity is more than a feature – it is the future. Deployed on Salesforce.com's Force.com platform, Jobscience's agile solutions bring social, mobile and CRM processes to talent management, keeping corporations and staffing agencies connected with and attracting top talent. For the last four years, Jobscience has been voted the AppExchange Customer Choice Award in HR and Recruiting by salesforce.com customers, and recently won the 2011 Brandon Hall Gold Award for Best Advance in Talent Acquisition Technology. Discover what Jobscience clients already know: great people, great technology and great companies are all connected. To learn more, visit www.jobscience.com.

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine**

CEOCFO: Mr. Elliott, would you tell us about Jobscience?

Mr. Elliott: Jobscience is a software company based in San Francisco that focuses on recruitment, specifically on social recruitment, allowing employers to build talent pools and talent communities even when they do not have jobs open to fill those positions. We are changing the way people do recruitment.

CEOCFO: How does it work? How does a company, an employer engage with you?

Mr. Elliott: We have over four hundred fifty clients made up of staffing companies and corporate employers who seek us out because they want to manage candidates within something called an ATS (applicant tracking system) -- which is a contact relationship management system. It allows them to work with candidate information, even before they have a job opening. Companies that are using Salesforce.com or want to be involved in cloud computing usually seek us out via our website or the Salesforce AppExchange.

CEOCFO: Are you replacing the older methods? Are you an adjunct to the older methods? Can you walk me through the process?

Mr. Elliott: Today there are twelve million Americans who do not have employment and four million open positions. So why are the open positions not being filled? It's comes down to the failure to match talent with open jobs. Many of the skills need for the jobs in this economy do not exist in the worker pool. Many of the open positions require very specialized skills. Most organizations use recruitment software that is based on some-

one coming to your website and applying for a job. Candidates are processed through a series of steps, to the point where you can hire them. This process just does not work well in the new economy. So Jobscience takes a radically different approach -- we look at the recruiting process as a marketing exercise, a sales exercise, and ultimately a customer service project. In the marketing component, it is going out and looking for pools of talent that you can call on when you do have an open job, but managing that talent quite differently than you would manage it in traditional applicant tracking by building lists of people with very specific skills. Let us say that I am running a refinery, and I want to build a list of every engineer in Houston. I would go and look at all of my competitors, and I would fill out a comprehensive database of everyone in the business who is doing that skill. Then I would market to those people using our software via email, or Twitter, or blogs, and capture their feedback while simultaneously building a relationship with them. Once I do have an open job, I send them communications that say, "Hey, come apply for this job that I have available." Since I have been able to build a relationship with them before I have that job opening, they are more inclined to talk with me. This makes it much easier to quickly find the right skills and the right people to fill positions. It is very similar to a concept of 'just-in-time logistics' that was pioneered by the Japanese in the '80s, where they would make sure that they knew where everything was, so that when they wanted to actually manufacture and configure a car or a radio, all of the components were there right when they needed them. This conceptually what we are doing with recruitment and talent software.

CEOCFO: When you talk with companies about using your service, do they get it immediately? Is there an 'aha' moment when the concept makes sense?

Mr. Elliott: Most of our customers are facing a huge shortage of talent in the

skill areas they are looking for and they need to find a different way to manage the process. We operate our system on top of a product called Salesforce.com, that a lot of these companies are familiar with because they use it to manage their customer service and sales components of their business. We have built a recruitment application on top of that same platform, so it is a natural adjunct to the way they are already doing business. They have already bought off on the fact that they need to have a cloud-based system, and they have bought off on the idea that people who they want to hire are most likely not coming to their websites to apply for jobs.

CEOCFO: Where do you get the information about the potential employee? Is it from research, resumes, are you going to competitors sites like you mentioned?

"We are facing a situation we have never seen before – a time when we do not have enough talent to back fill the number of people leaving the economy at the rate they are leaving. Jobscience is helping companies through this change by transforming their talent acquisition strategy and processes - because we are at the nexus of the change and have the technology to address it."- Ted Elliott

Mr. Elliott: Really it is a combination of multiple things. We recommend that recruiters think of themselves as sales people and marketers. In any process of selling or marketing, the first thing you need to do is build a contact list. So we encourage people to use our tools to build up a list of all of their competitors, all of the employees of their competitors, we use tools like LinkedIn and Facebook and Twitter to gather even more information about who their competitors are and what skills they have. We use products like Jigsaw.com that tie directly into our product.. Once they have those lists of people from all of these different sources, they use our system to email, phone call, and tweet to those individuals to attract them to talk to them about jobs. We are the repository for the ever-changing landscape of data sources.

CEOCFO: Are there tweaks, bells and whistles to your platform that you have either implemented recently or would like to implement?

Mr. Elliott: What is really unique about Jobscience is its inherent flexibility that enables each of our customers to easily customize the product to meet their needs. We have a diverse client set - including large software companies, the largest consulting companies in the country, hospitals/medical centers, financial services firms and even a world-class circus. Take our circus client as an example: Circuses do not use resumes – because of the nature of their business. Our product was flexible enough that when they capture information on candidates by uploading videos of the candidates' performances, so when they want to find someone who can walk on a wire, who can also blow fire out of their

nose, they are able to go into our system and find those people and communicate to them using our contact management system. Because our platform is so flexible we also have a number of auto manufacturing companies with engineers who have creative portfolios for car designs and they also do not really

rely on resumes. So they have a factory upload a copy of their creative portfolio, and they rate and vote on that creative portfolio the same way the circus is able to vote on the performances. That is one of the most innovative aspects of our system, because we are no longer relying on a candidate coming to your website and having to go through a really rudimentary old process; rather, we are building a business intelligence database that employers can manage and use the information in creative ways that fit their business.

CEOCFO: How is business these days?

Mr. Elliott: We have been consistently growing for the last three years at more than 50% a year. We are getting larger and more international clients that are engaging us. We are able to operate in multiple languages,

so we are getting a lot of European, Australian, and Asia Pacific clients that want to operate globally. We really are seeing that recruiting for the right people is taking a global role mainly because you just cannot find folks in the U.S. who have the right skills. We are finding that we are getting about just as much growth in our business in international markets as we are getting in the U.S.

CEOCFO: Good ideas always inspire competition and imitators. Is there anyone nipping at your heels, or are you really so far ahead of the game it is not going to matter all that much?

Mr. Elliott: We operate with the Blue Ocean Strategy—if you are not familiar with Blue Ocean Strategy, it is the idea of doing things that make our competition irrelevant by going in a

completely different direction. Our original Blue Ocean Strategy was to build recruitment on a CRM platform that was more contact-focused. Now the market is starting to validate what we have been doing for years. So we are developing new Blue Ocean Strategy that is around helping recruiters become the best marketers as possible, which we think will continue to provide quite a bit of distance between us and our competitors.

CEOCFO: Our readers are primarily in the business and investment community; four hundred thousand monthly. Why should investors and people in the business community be paying attention to Jobscience?

Mr. Elliott: Jobscience is on the cutting edge of what is going on in the recruitment space, which is has a di-

rect correlation to the general economic condition of the country. It is clear that corporations cannot seem to find the talent they want. Businesses need to start looking at the impact that a shortage of manpower is going to have on the general economy including the impact of changing social demographics in terms of the retiring baby boomer generation leaving the workforce. We are facing a situation we have never seen before – a time when we do not have enough talent to back fill the number of people leaving the economy at the rate they are leaving. Jobscience is helping companies through this change by transforming their talent acquisition strategy and processes - because we are at the nexus of the change and have the technology to address it.



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