



## SmartRecruiters and TalentDrive Partner To Bring More Efficient Candidate Sourcing

*Small Businesses Benefit with Faster, More Effective Resume Sourcing*


**SAN FRANCISCO, CA / Chicago, IL – July 21, 2010** – SmartRecruiters, the free and easy [recruitment software](#) from MrTed Ltd., today announced a new partnership with [TalentDrive](#), creator of the innovative resume sourcing technology, TalentFilter<sup>SM</sup>.

The partnership seamlessly integrates TalentFilter's advanced resume sourcing and matching technology into SmartRecruiters, the free and easy recruitment software designed specifically for businesses with up to 2,500 employees, creating a unified sourcing and applicant tracking system.

Incorporating a robust sourcing component like TalentFilter allows users of SmartRecruiters the ability to truly leverage the Internet and maximize their efforts to connect with hard-to-find talent and efficiently grow their existing database. SmartRecruiters customers can leverage the kind of robust, efficient sourcing technology necessary to effectively compete with enterprise-level organizations. Available as an add-on service on SmartRecruiters, TalentFilter functionality is seamlessly woven into the SmartRecruiters completely free platform. Small businesses can now efficiently and successfully tap into the ocean of resumes to be mined from online sources.

"SmartRecruiters aims to give small businesses the ability to compete for the best talent against the largest companies, and our partnership with TalentDrive bolsters our ability to do that," said Jerome Ternynck, Chief Executive Officer of MrTed. "Integrating the TalentFilter sourcing technology into SmartRecruiters coincides with our mission to remain innovative and gives our customers another powerful step in the recruitment process. TalentDrive's leadership in the US market is what attracted us to their technology and we are confident this will be an addition our users appreciate."

"We are excited by the opportunity to bring to market an innovative solution that truly helps small to mid-sized businesses take advantage of the millions of resumes online, leading to economical hires. SmartRecruiters is a trailblazer in the industry that continues to create products that have the end user in mind. We are anxious to unveil our unique recruitment marketing solution to users," said Sean Bisceglia, Chief Executive Officer, TalentDrive.



Among other functions, the TalentFilter partnership allows users of SmartRecruiters to easily and quickly:

- Proactively drive qualified, interested candidates to your career site
- Match local postings with local candidates
- Apply an automated solution to set appointments for candidates to apply in person
- Automatically ramp your talent pool

[SmartSweep](#) brings users the ability to launch a proactive, recruitment marketing campaign directly from their SmartRecruiters system. SmartSweep searches thousands of sites including free job boards, alumni sites, niche resume databases and social media sites, using email marketing to drive the most qualified candidates directly to the user's career site. SmartSweep (white label of TalentFilter) will be available in SmartRecruiters by the end of this month.

Unveiled by MrTed late 2008, SmartRecruiters is easy-to use recruitment software designed specifically for businesses with up to 2,500 employees. With more than 3,000 small businesses using SmartRecruiters today, it's the fastest-growing application in the recruiting software industry.

#### **About MrTed**

MrTed is a leading provider of on-demand talent acquisition solutions designed to help companies of all sizes optimize the process of acquiring local talent on a global scale. Through innovation, passion and focus, MrTed provides the world's most effective recruitment solutions, ranging from MrTedTalentLink, an enterprise-class global talent acquisition solution, to SmartRecruiters, a free and easy recruitment software for SMBs. MrTed was founded in London in 1999 and helps over 2000 clients in more than 100 countries find and acquire the most coveted talent in the world. For more information, please visit [www.mrted.com](http://www.mrted.com) | [www.smartrecruiters.com](http://www.smartrecruiters.com).

#### **About TalentDrive**

TalentDrive is the creator of the leading online resume aggregation search engine, TalentFilter. One of the easiest to use sourcing tools on the market, TalentFilter is available exclusively through TalentDrive's 30 API partners. These partners and access to over 300,000 global users makes us the most widely adopted resume search and candidate marketing API. TalentFilter sweeps and unifies thousands of paid and free resume databases into one location, using sophisticated matching and filtering to rank results. Integrated with more job boards than any other sourcing tool, TalentDrive has been nationally recognized in The Economist, BusinessWeek, CNN Money, CBS Radio, U.S. News and World Report, ERE, and one of ASA's Top Tools of the Year for 2010. One search, one location, one technology. Thousands of sources. For more information, visit [www.talentdrive.com](http://www.talentdrive.com).

#### **Media contacts**

Matthijs van Etten, SmartRecruiters, 707-206-6246 and [contact@smartrecruiters.com](mailto:contact@smartrecruiters.com)  
Alissa Gothard, TalentDrive, 312-676-4204 and [agothard@talentdrive.com](mailto:agothard@talentdrive.com)