

# CVs catch up with Web 2.0 world

**SUE WEEKES**

Newly-launched Innovate CV, which aims to change the way CVs are presented and managed, is to make it easier for recruiters to verify how qualified a candidate is for a job by linking them to online courses and skills tests.

Adam Lewis, chief operating officer at Innovate CV, told



Adam Lewis



Daniella Winton

*Recruiter* that it intends to grow this area of its service and already offers over 100 online courses and tests in functional and soft skills through a joint venture with two e-learning providers.

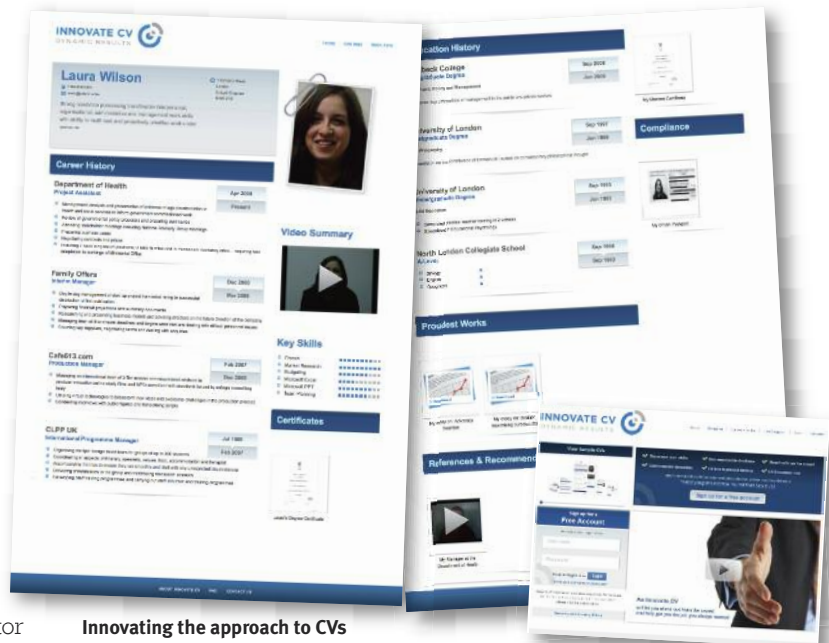
"What we'd like to do is expand this offering and eventually have

some kind of standardised testing so when a recruiter gets an Innovate CV they know where the candidate is on the spectrum," he said, adding that the company is

also in discussion with a psychometric test provider.

Innovate CV allows candidates to create a multi-media CV containing work samples, images, audio and video, and provides a mechanism for recruiters and candidates to securely distribute and track it. Lewis explains that while video and multi-media CVs have existed for some time, there hasn't been a single platform to create, distribute and track them in this way. The company is currently in discussion with a number of recruitment agencies about white labelling its software so recruiters can create branded CVs with their own logo to distribute to clients.

Sales and marketing director Daniella Winton said the feedback had been extremely positive from recruiters in the launch week and that the concept was proving popular for different reasons. "Each recruiter seems to have a different wish-list," she said. "Those in a sales environment like the video



Innovating the approach to CVs

aspect and that candidates can promote themselves; some welcome the tracking process; and others like the concept of putting it forward to clients."

Candidates can build their CV via a recruiter offering the white label service or can go to the

Innovate CV direct. The company has also designed an online diagnostic tool as part of its Career Centre which scans a completed CV and identifies any skills gaps by matching them against a profile. [www.innovatecv.com](http://www.innovatecv.com)

## Newton launches RPO-specific platform

US-based software developer Newton has launched an applicant tracking platform designed for recruitment process outsourcers (RPOs).

Joel Passen, co-founder of Newton and who ran an RPO company handling some 30 Silicon Valley clients for several years, told *Recruiter* that until now many RPOs hadn't been leveraging the benefits of technology because they'd tended to use outdated legacy or homegrown systems.

"RPOs manage a multitude of recruiters, thousands of jobs and thousands of hiring managers. This has been designed from the trenches as we know the challenges they face," he said. Passen believes that the software's built-in analytics and dashboards will help RPOs sell themselves to prospective clients because of the transparency it brings. "This is a tangible platform that demonstrates accountability and offers clients high visibility into processes."

Newton RPO is similar to the company's software-as-a-service product aimed at employers but has a different database structure and additional features which are tailored to external recruiting practices.



Newton's software aims to help RPOs understand their business better

Available worldwide, one of the early US users is Virginian-based The Buller Group where managing partner Rob Buller describes it as "the epiphany" software in the RPO world. He told *Recruiter* that before Newton, applicant tracking systems were just about talent acquisition but Newton adds another layer and provides easy access to key metrics such as time-to-fill, cost-per-hire or submission-to-hire. "It allows businesses to run talent acquisition as a business [process] with real-time, comprehensive and accurate statistics," he said. "How can you run a people business when you don't know how the business of hiring people is working?" [www.newtonsoftware.com](http://www.newtonsoftware.com)



Joel Passen



Rob Buller

## UK marketplace site to expand its international franchise

People4business, the company behind the UK-based marketplace site that specialises in contractors and freelance services, has launched a franchise site in Canada.

Managing director Duncan Taylor told *Recruiter* that it is also in discussion with several other recruitment-related companies regarding 10 further international franchises, including the US. "The Canadian partner has worked in the recruitment industry for many years and sees the franchise as an opportunity to grow their own business," said Taylor, who explained that people4business provides and hosts the software for the franchisee.

The People4business.com model helps to match freelancers, contractors and consultants with recruiters and manages everything online from setting contract terms to generating and tracking invoices. [www.people4business.com](http://www.people4business.com)