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Janet Dwyer / Photo by Bob Giglione

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CYBER HEADHUNTER

By: LIBN Staff March 10, 2015 0

By **Jacqueline Birzon**

COMPANY: TalentBrowser

LOCATION: Formal address, 315 Park Ave., Manhattan, operating out of Kings Park

FOUNDED: Development began in 2003; product launched in October 2014

FOUNDERS: Janet Dwyer and John Harney

PRODUCT: Patented, cloud-based job recruiting and resume-matching software

FUNDING SOURCES: Self-funded

MAJOR CHALLENGES: Securing patents; introducing product to the consumer market

PRODUCT STATUS: Hire it up

It's like hiring without a heartbeat.

TalentBrowser, a job matching service for hiring managers and recruiters, uses technology as a medium to eliminate weak job applicants and bring the most qualified ones to the forefront of a recruiter's computer screen.

Developed by Kings Park entrepreneur and chief information officer John Harney, the TalentBrowser software uses an algorithm to electronically sift through hundreds to thousands of backlogged resumes stored in a company's system.

TalentBrowser doesn't revolutionize the way an applicant applies for a job, but removes a heavy burden on the end-user – typically in-house hiring managers or outsourced recruiting professionals.

The self-funded venture required several years of software development before the co-founders could bring the technology to market, according to Janet Dwyer, CEO and co-founder of TalentBrowser.

The automated software can be tailored to a specific company's needs, and is used by both Fortune 1000 companies and small businesses, Dwyer said.

The company operates on a daily business in Kings Park. In 2003, Dwyer and Harney founded their staffing firm Integretech and began development of TalentBrowser for their own internal use. Ultimately, the goal was to sell the recruiting tool to Wall Street, Fortune 1000 companies and a range of high-tech firms.

The business has expanded with clients in New York City and Long Island, and its growth allowed the firm to open a Park Avenue office where the team can meet with Manhattan-area clients.

The program uses a scoring system; hiring professionals handpick from a series of "like-words" from a thesaurus that match the desired characteristics and industry-specific jargon used by a given employer.

Job applicants who are the most qualified are electronically selected, allowing hiring managers to spend more time reviewing resumes from experienced candidates.

"We made the strategic decision to await the return of health to the economy [before launching the product]," Dwyer said. "With hiring on the upswing, it's the perfect time to help corporations use the advanced matching analytics engine to find talent."

Unlike the majority of online job boards that use Boolean search optimization, TalentBrowser uses "language engineering" to build an applicant's profile.

“The differentiator is that we’ve created a patented, new form of big data search that is not just restricted to job matching, but also has applicability to social matching, legal research and things like targeted marketing,” Dwyer said. “We’ve created a new form of a segmented, multidimensional search that really brings the cream to the top.”

Dwyer and Harney secured various patents on the software several years ago, in anticipation of marketing the product externally. They brought it to market in October 2014.

The co-founders turned to Andrew Hazen, CEO of LaunchPad Long Island, to help commercialize the product. LaunchPad, a startup incubator and co-working space, is a Long Island-born concept that equips new companies with resources to compete in the commercial market. TalentBrowser became a temporary tenant at LaunchPad’s Huntington location, where a mix of entrepreneurs and mentors taught the co-founders how to make a winning pitch, how to find success as a startup and how to position the product to investors.

“TalentBrowser’s success is really what LaunchPad is all about,” Hazen said.

According to Rayanne Thorne, chief strategy officer for TalentBrowser, the biggest time-suck recruiters deal with is scouring qualified candidates. By reducing this lengthy search process, Thorne said companies stand to save a significant amount of time by avoiding research through a “repository of resumes.”

“You have an opportunity to really cut down the labor and allow a hiring manager or recruiter to get back to the art of recruiting,” Thorne said.