



## **COMPANY BACKGROUNDER**

Based in Silicon Valley, RiseSmart offers Talent Transition Solutions for a wide range of corporate clients, including a growing roster of Fortune 500 companies. RiseSmart's next-generation outplacement and RPO solutions leverage a proprietary technology and service platform, proven methodologies, and one-on-one support to drive performance and value. BusinessWeek touts RiseSmart's approach as making "a lot of sense." And the San Jose Mercury News says, "RiseSmart typifies the valley's knack for using technology to disrupt standard business practices."

### **Core Assets and Offerings**

***Proprietary Technology & Service Platform.*** Unique among HR service providers, RiseSmart leverages a common technology and service platform to provide solutions at the two most critical talent transition points – recruiting and outplacement. RiseSmart combines proprietary aggregation and semantic search technologies with human expertise to match job opportunities with candidates quickly and efficiently.

***Transition Concierge®.*** Transition Concierge leverages technology and one-on-one support to focus on the laid-off worker's most pressing need – finding a new job as quickly as possible. A primary distinction of RiseSmart's solution, compared to traditional outplacement agency offerings, is that it provides highly personalized job leads to each employee on a weekly basis. RiseSmart matches each employee's job preferences against hundreds of thousands of active job listings across the Web. Then, a specialist assigned to the employee's account hones these results by hand – ensuring that only pertinent leads are delivered to each employee. This benefit is part of a complete solution that includes resume writing services, coaching in the use of social networks, and other job-search tools and support.

***Recruit Concierge™.*** Recruit Concierge is a comprehensive RPO solution encompassing sourcing, recruiting and hiring. Recruit Concierge harnesses the power of semantic search, social media technology, passive candidate direct sourcing programs, communities of interest, diversity and affinity group programs, industry and professional associations, newsgroups, and even military discharge recruiting to identify the right talent for an organization's needs.

### **Achievements by the Numbers**

***Accelerated Time to Hire/Placement.*** Laid-off workers in the Transition Concierge program find new employment in an average of 18 weeks, or approximately four months. This compares to an average duration of unemployment of more than 34 weeks, according to the Bureau of Labor Statistics. Recruit Concierge reduces the average time to hire by 30 to 40 percent.

***Reduced Costs.*** A 2009 survey by the Institute for Corporate Productivity showed that employers spend an average of \$5,000 per executive or manager to provide external outplacement support for a period of three to six months – more than twice the cost of Transition Concierge. Recruit Concierge reduces the average cost of hire by 20 percent.

***Superior Satisfaction.*** RiseSmart maintains one of the highest customer retention rates in the industry for both Transition Concierge and Recruit Concierge clients. More than 90 percent of the thousands of laid-off employees in the Transition Concierge system express overall satisfaction with RiseSmart's services.

For more information about RiseSmart, visit [www.RiseSmart.com](http://www.RiseSmart.com) or contact Scott Baradell at 214.683.0082 or [sbaradell@risesmart.com](mailto:sbaradell@risesmart.com).



## CORPORATE FACT SHEET

<b>Company Overview</b>	Headquartered in Silicon Valley, RiseSmart Inc. was founded in 2006 with the goal of helping displaced employees and job seekers find new jobs, fast. RiseSmart provides next-generation outplacement and RPO solutions. The company leverages a common technology platform, proven methodologies, and one-on-one support to help employers with their workforce strategy, and displaced employees with their career strategy. RiseSmart drives significant ROI to organizations by offering affordable pricing, reducing severance costs and unemployment taxes for outplacement services and reducing cycle time and cost of hire for recruiting services.
<b>Enterprise</b>	<p>RiseSmart's <b>Transition Concierge</b><sup>®</sup>, launched in 2008, provides innovative career transition platform assisting organizations and their displaced employees with results-focused outplacement services. The product was featured in an August 2009 Wall Street Journal article as a low-cost, high-tech, high-touch alternative to traditional outplacement services.</p> <p>RiseSmart's <b>Recruit Concierge</b><sup>™</sup>, launched in 2009, provides a comprehensive Recruitment Process Outsourcing solution. Services include full life cycle recruiting to meet all of an organization's hiring needs including candidate sourcing and recruitment process consulting. RiseSmart delivers a seamless and integrated process, customized to meet each customer's specific needs. Our best practices, proven methodology and deep recruiting expertise yields improved quality of hire and quicker time-to-hire at a significantly reduced cost while ensuring regulatory compliance.</p>
<b>Customers</b>	RiseSmart users include a multitude of Fortune 500 companies and smaller companies, across a variety of industries e.g. retail, technology, healthcare, biotech, manufacturing, and financial services. Other customers include defense contractors.
<b>Investors</b>	RiseSmart is backed by top-tier venture capital firms including Norwest Venture Partners and Storm Ventures.
<b>Funding</b>	Series A (\$11.85M)
<b>Leadership Team</b>	Sanjay Sathe – CEO Terence Murphy – CFO Dan Davenport – Vice President of Operations Satish Ramakrishnan – Vice President of Engineering Bill Sebra – General Manager, Recruiting Solutions Jason Stewart – Vice President of Sales



## **EXECUTIVE MANAGEMENT**

### **Sanjay Sathe, Founder and Chief Executive Officer**

Sanjay Sathe conceived RiseSmart based on his experiences as an executive climbing the corporate ladder over a two-decade career in marketing and general management.

Sathe has led successful sales and marketing organizations both domestically and internationally. His management background encompasses product marketing, CRM, loyalty programs, branding, marketing communications, public relations and strategic alliance initiatives across the telecommunications, banking, airline and technology sectors.

Prior to founding RiseSmart, Sathe served as vice president for enterprise data management for Sabre Holdings, a \$2.5 billion global leader in travel commerce and the parent company of Travelocity. Sathe led corporate efforts to leverage customer insight and business intelligence to create differentiated customer relationships and incremental revenue streams.

Before Sabre, Sathe was senior vice president of marketing for Brierley & Partners, a CRM and loyalty management company serving global brands such as Hilton HHonors, Hertz #1 Club Gold, BlockBuster Rewards, Sony and Nokia. In this role, Sathe drove the company's e-commerce, marketing and international new business development efforts. Sathe also has served in marketing management roles in Europe and Asia with major corporations including Lufthansa and HSBC.

He received a Master of Business Management from the Asian Institute of Management in Manila, Philippines, and has completed an executive education program at the Wharton School of the University of Pennsylvania.

### **Terence W. Murphy, Chief Financial Officer**

Terence W. "Terry" Murphy is CFO and vice president of finance and administration for RiseSmart, the leader in next-generation outplacement and RPO solutions. In his role, Murphy directs the company's finance, accounting, technical support, human resources and legal functions.

Most recently, Murphy served as senior vice president of finance for LiveOps, Inc., a provider of virtual call center solutions. In his six years there, he led the company's financial operations during a period of explosive growth, as annual revenues increased from \$18 million to \$140 million. Murphy guided the completion of a Series C equity offering of \$28 million, redesigned the company's finance function, and developed pricing guidelines and a sales commission plan to better achieve sales goals.

Prior to LiveOps, Murphy held executive-level finance positions at GoBeam, Sigma Networks and Covad Communications. As CFO of GoBeam from 2002 to 2004, he completed the company's sale to Covad Communications for \$48 million. While vice president of finance, treasurer and controller for Sigma Networks from 2000 to 2002, he established \$280 million in vendor and lease-line financing and guided the completion of a Series C equity offering of \$147 million.



Murphy is a California-licensed CPA and has a Bachelor of Science from San Francisco State University, where he graduated with honors in business administration.

### **Dan Davenport, Vice President, Operations & Finance**

RiseSmart co-founder Dan Davenport leads the company's finance and accounting functions and is also responsible for global operations. Davenport heads the customer service and fulfillment organization, which includes the RiseSmart Career Concierge team and back offices in India.

Davenport has spent his career working with international technology-oriented companies. Prior to RiseSmart, Davenport served as senior director of global sales operations at Sabre Holdings, parent company of Travelocity. In his nearly decade-long tenure with Sabre, Davenport led global teams serving in a variety of senior roles spanning operations, finance and business development.

Prior to Sabre, Davenport held finance and treasury roles at Electronic Data Systems, and served as a licensed investment advisor for Fidelity Investments.

Davenport has an MBA from Texas Christian University and a Bachelor of Science in economics from Southern Methodist University.

### **Satish Ramakrishnan, Vice President, Engineering**

Satish Ramakrishnan is vice president of engineering for RiseSmart, overseeing the company's sophisticated technology and matching systems.

Ramakrishnan is a Silicon Valley veteran with more than 20 years' experience in successfully leading technology innovation for dynamic start-up companies like PointCast and Women.com, as well as larger enterprises like BEA, where he developed the WebLogic application integration server. He also served as chief technology officer for CoreObjects, helping to grow the company from 28 employees to nearly 450.

Most recently, Ramakrishnan served as chief technology officer and vice president of engineering for AcademixDirect, a lead generation company in the education industry.

Ramakrishnan first came to the U.S. in 1990, as Windows 3.0 was being released, to help Intel define the DOS protected mode interface (DPMI) for the 32-bit operating system industry.

Ramakrishnan holds a bachelors degree in computer science from the Sri Jayachamarajendra College of Engineering (SJCE). He is a mentor and guest lecturer on entrepreneurship and technology at Santa Clara University.



### **Bill Sebra, General Manager of Recruiting Solutions**

As General Manager of Recruiting Solutions, Sebra brings three decades of entrepreneurial and executive experience to RiseSmart.

Sebra is a recognized subject matter expert in managing complex recruiting engagements. Most recently, Sebra served as vice president at the The Bartech Group, a talent acquisition and management firm, where he developed the company's RPO solution. Previously, he served from 1994 to 2008 as founder and CEO of Knowledge Workers, a technology-enabled RPO company acquired by Kenexa in 2006. He served as president of government solutions for Kenexa, a provider of business solutions for human resources, from 2006 to 2008. Sebra also served in the USAF on staff to the Under Secretary of the Air Force for Space Systems.

### **Jason Stewart, Vice President, Sales**

Jason Stewart is vice president of sales for RiseSmart, directing all aspects of the company's sales initiatives. Stewart is a software and SaaS sales veteran, leading both start-up teams and well-established divisions.

Most recently, Stewart served as vice president of worldwide sales for CubeTree, an online collaboration suite that was acquired by SuccessFactors, a leading HR technology company. Prior to that, Stewart also served in various sales management roles with Opware as the Western and Central area vice president, and later as director of sales with Hewlett-Packard when HP acquired Opware. Stewart has also held positions as director of sales with i2 Technologies and as regional sales director with Parametric Technology.

Stewart has a B.A. from Eastern Washington University in Marketing/Economics.

###

## CONTACT

**Scott Baradell**

RiseSmart's PR Representative

President

Idea Grove

Cell: 214.683.0082

Email: sbaradell@risemart.com