

Hudson teams up with Google to create unique career portal

LONDON, UK – 4 MARCH, 2008 – Hudson (Nasdaq: HHGP), the global recruitment and talent management consultancy, has become the first major recruiter in the UK to create a career portal powered by the latest search engine technology from Google Enterprise, the company's business technology division.

The new portal, My.hudson.com, is a crucial element of Hudson's strategy to help clients fight the economic downturn by responding to a tough climate with meaningful innovation that will benefit clients and candidates alike.

For job seekers, My.hudson.com offers the transparency they have always requested from recruitment agencies. They will see their application status and how many applications there are for a job to which they have applied – information that is vital when assessing the popularity of a role and how competitive the process may be. The technology also allows job seekers to see how many times their profile has been viewed, so that they can make informed decisions about how to amend it to get the best from Hudson.

The Google engine underpinning the portal includes location-based and function-based searching, yielding the most precise job details to job seekers almost instantly. Hudson originally deployed Google's enterprise search product, the Google Search Appliance (GSA), to help consultants to scour the details of thousands of applicants' profiles and CVs from their internal systems offering more precision and saving time and effort.

My.hudson.com can be fully branded and linked to a company's existing website, enabling businesses to promote their available jobs in a highly visual way to relevant, active job seekers who have been carefully selected by Hudson.

Laurent Chen, Chief Operating Officer for Hudson, who led the development project, said: "The market conditions have also changed the nature of recruitment itself. The passive job seeker is all

but gone – people who are lucky enough to be employed are staying put. The active job seeker has fewer opportunities than before and is facing more competition for each job.

“In this environment, the need for a recruitment company is arguably more essential than ever. Job seekers need advice, guidance and a ‘route in’ to a company – to understand what the company wants and how to position themselves, to gain feedback so they can enhance their chances.

“My.hudson.com is about offering job seekers a unique sense of control and transparency. It is a window into our systems – job seekers see what our consultants see. It allows us to build a more intimate relationship with our candidates, which, in the long-term, will enable us to provide a better service for the duration of their career, not just the search stage.”

Robert Whiteside, Head of Google Enterprise UK & Ireland, Google Enterprise, said: “This is a fantastic example of where powerful search technology can be applied for a purpose that will make a meaningful difference to a business and its clients. Effective job-hunting and candidate-searching alike involve the retrieval and filtering of a vast amount of structured and text-based data. We are excited to work with Hudson to create an innovative career portal which brings the many benefits of consumer search to a business context.”

Christine Raynaud, CEO of Hudson Europe, added: “My.hudson.com is the embodiment of the Hudson value proposition; combining a consultative, friendly, transparent and responsive link between candidates and clients. It supports our clients’ employer branding and attractiveness and re-defines the way in which recruitment companies interact with candidates and the way clients attract and present themselves to candidates.”

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