



Press Kit



ZOCKET



Introduction

Thanks for your interest in Zocket.

Zocket is an innovative platform that's evolving the way the world matches talent and companies.

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Headquarters

Zocket B.V.
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Amsterdam, The Netherlands
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Press Contact

Gina Dunn, Head of Marketing
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About Zocket

Zocket is evolving the way the world matches talent and companies.

Founded in 2016 and based in Amsterdam, the Netherlands, Zocket founders believed that there had to be an easier, more effective and authentic way for companies and the people in companies to find the right match. The problem was it didn't exist. So, when they couldn't find it, they built it and named it Zocket.

Zocket has been designed with the future in mind and includes predictive intelligence and smart matching algorithm technology together with an authentic window into company & team culture. Zocket goes far beyond the old school flat CV to bring multidimensional matchmaking together with privacy in a visual tool

Zocket is available as a stand-alone white labeled HR technology platform for companies in addition to a life-science industry based fully functional online portal where companies and professionals can already be matched.

Facts & figures

- Beta went live January 2017.
- Zocket's head office is in Amsterdam, with a strong EU and UK presence and growing markets around the world.
- Zocket is privately owned BV.



About Zocket Life–Science

Zocket is a clickable career journey packaged in an online tool that provides life-science companies and professionals an easier, more effective and authentic way to find the right match. Our platform brings matchmaking technology, smart algorithms, an authentic window into company/team culture. Zocket goes far beyond the old school flat CV to bring multidimensional matchmaking in a privacy enabled visual tool.

About Zocket Powered

Zocket Powered is a clickable career journey packaged in a white labeled online tool that provides companies with an easier, more effective and authentic way to find the right candidate matches. Our platform brings matchmaking technology, smart algorithms, an authentic window into company/team culture. Zocket goes far beyond the old school flat CV to bring multidimensional matchmaking in a privacy enabled visual tool.

Our DNA

VISION - To lead the recruitment revolution, allowing companies and professionals to take control of their career planning & development.

MISSION - To provide an easier, more effective and authentic way for companies and the people in companies to find the right match.

SUBBRANDS

- Zocket Life-Science is a career-matchmaking platform developed by and for life-science professionals.
- Zocket Powered is a white labeled HR technology for companies to easily connect with the professionals who will thrive in their company culture.

CORE VALUES

- **Innovation** - We believe innovation is the key to moving forward and helping to build a better world.
- **Empowerment** - We empower professionals and companies to build stronger, happier teams.

- **Transparency & Integrity** - We place a high value on openness and honesty and believe that, the more these values are followed, the better the outcomes for everyone.
- **Fun** - We believe work should be enjoyable, and we approach everything we do with playful energy.

Kieran Canisius, CEO & Founder



Kieran Canisius, Zocket's CEO, is an entrepreneur with experience in life-sciences and recruitment industries. She is dedicated to helping the recruitment industry evolve through the newest HR Tech tool, Zocket.

Kieran is a citizen of two innovative countries; the United States and the Netherlands and she has nearly 15 years of industry experience. She understands the issues facing companies and professionals today and is passionate to simplify the growth path for both.

A vocal business leader, Kieran believes that the recruitment industry is missing depth, allowing pushy agency recruiters to lose sight of making hiring decisions that are in the best interest of the professionals, and instead, using keywords and LinkedIn search to fill in their databases and send reams of CVs to companies for every open position. She knows there can be a better way, so she built it and named it Zocket.

Kieran is a forward thinker and the Zocket adventure reflects that belief.



Gina Dunn, Head of Marketing

Gina Dunn, Zocket's Head of Marketing, is a brand expert who moved from the USA to The Netherlands in 2005, bringing along a wealth of experience and knowledge in marketing, brand, and strategy management within biotech and various other sectors. .

She's one part brand-obsessed, one part entrepreneur, and 100% fueled by espresso. Passionate about startups, she has gravitated to organizations at the very beginning or smack dab in the middle of growth acceleration.

Gina has a global portfolio with a harmonious understanding of EU and US business culture and is well experienced in both corporates and boutique brands.

In September 2017, Gina joined the Zocket team as Head of Marketing and is spearheading the marketing of its master brand and sub-brands.

She believes in the power of lean branding, clear strategy, getting things done, and achieving results.

Media Coverage

Press/media we were mentioned in currently

1. Labiotech, Europe's leading biotech news website, wrote an article about Zocket, outlining its business features:

<http://labiotech.eu/zocket-life-sciences-recruitment/>

2. App Masters hold a podcast interview with Zocket CEO Kieran Canisius:

<http://www.appmasters.co/zocket-kieran-canisius/>

3. Job Board Doctor Blog, mentioned Zocket in one of its articles outlining different recruiting sites and services:

<https://www.jobboarddoctor.com/2017/03/28/are-these-names-brilent-new-recruiting-sites-and-services/>

Press Images



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Image 1: Zocket Logo



ZOCKET
life-science

Image 2: Zocket Life-Science Logo



ZOCKET
powered

Image 3: Zocket Powered Logo



Image 4: Zocket Z icon



Image 5: Banner



Image 6: Zocket Powered Ad



Image 7: Kieran Canisius, Zocket CEO



Image 8: Zocket Team Meeting