



THE COMPANY NEWSROOM OF
bowmo, Inc.

America's Recruiters Are Getting Their Job Candidates' Data and Resumes bowmo'd



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Rapidly growing HRTech company, bowmo, Inc. launches their product into the market and invites industry insiders to meet and celebrate.

New York, NY , February 21, 2017 (Newsire.com) - [bowmo, Inc.](#), the HRTech leader that has created an intelligent application and SaaS solution built 'for Recruiters by Recruiters ' is sharing the excitement and announcing their official product launch in the US.

"It is a great day and good change for anyone who is in the candidate sourcing and recruiting category and of course, a real milestone for the team at bowmo. Anyone looking to gain competitive advantage in the recruitment space should get their candidate data bowmo'd," says Doug De Almo, Managing Partner at leading recruiting agency, Rice Cohen International.

There has been over two years of work to refine the bowmo algorithm and a team of nearly 40 people in place since their Summer 2016 funding was secured. The machine learning propelled by the product answers a host of critical candidate recruiting issues for the recruiters, agencies, and corporate enterprises that use the application.

The company will hold an official [Product Launch and Press Reception](#) on February 23, 2016 in Soho, NY. The evening will not only be a celebration with recruiters, clients, investors, media, advisors and employees, but there will be a product demo and a panel moderated by bowmo's EVP of Marketing & Brand Engagement, Adrienne A. Wallace. During the panel the audience will gain details on the company's product strategy and an official public introduction to the company's [leaders](#) including Co-Founders and Chief Officers, Vlad Mamut, Eddie Aizman and Brian Enochson, bowmo's CTO.

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BRIAN ENOCHSON, CHIEF
TECHNOLOGY OFFICER

Enochson arrived to bowmo after several years consulting at HBO where he worked on HBO GO; helping to make it available on Android and iOS devices. He says, "As a technologist who was also a Recruiter for several years myself, I understand some of the challenges recruiters face with their existing recruiting systems. I encourage the CHRO, CTOs, Chief Procurement Officers, recruitment agency Managing Directors and owners who make decisions on HR Tech to [get a demo](#) and choose bowmo. It is a phenomenal shift offer to evolve a challenging ecosystem."

"I am devoted to the innovation of the whole bowmo product. Our predictive features are some of the best. The matching algorithm figures out if a Hiring Manager will accept a candidate using rational & intelligent data measures like commute and pay scale. And because it does not capture male or female, there is no inherent bias in the algorithm," says Lina Mamut, bowmo's Lead Product Manager while mentioning some of the product features she is particularly excited about.

bowmo has a efficient four-step process to bring their SaaS solution to recruitment agencies and corporate recruiters alike. The candidate matching feature is both quick and incomparable. At the launch event, Lina will deliver a product demo demonstrating the features during the launch event in NYC.

"There is artificial intelligence coming into our industry that deserves recognition. However for us, the bowmo algorithm and combined machine learning is what we are calling 'Recruiter Intelligence.' In addition to that, bowmo is mobile agnostic and we are always on. Mobile recruiting is the new norm. Being able to instantly call or email a well matched candidate right away using their qualifying data on your phone is an innovation standard that we are setting. We hope one day that it's not a big deal, but simply the way forward. I'm proud of the way the members of our bowmo team have been enthusiastically working nonstop to bring these capabilities to the market. Our recent product implementations with great client partners and leading staffing and executive search agencies like Rice Cohen International have delivered outstanding results ," said Vlad Mamut bowmo's CEO and Co-Founder.

About Rice Cohen International

Based in Yardley, Pennsylvania, Rice Cohen International, started by Gene Rice & Jeff Cohen in 1989, is top 30 firm providing executive search and consulting services to a premier list of global clients across multiple verticals. From highly confidential executive positions to project searches building national sales teams, Rice Cohen International fills most challenging human capital needs. Learn more at <http://www.ricecoheninternational.com/company/>

About bowmo, Inc.

bowmo, Inc. is a technology startup providing an intelligent app solution for the staffing and recruiting industry that seamlessly integrates into existing applicant tracking systems. The company helps to revive the recruiter's human touch and revolutionize the candidate sourcing process. bowmo, Inc. embraces the challenges of the recruiter by providing the means to quicker, more efficient and conversant candidate sourcing. Learn more at <https://bowmo.com>.

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