



AN OFFICIAL PRESS RELEASE

bowmo, Inc.

Growing HR Tech & SaaS Company bowmo Welcomes New Hire and Launches Its First ERG Aligned with Its Diversity & Inclusion Strategy



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New York, NY, June 7, 2017 (Newswire.com) - [bowmo, Inc.](#), a SaaS & HR Tech company based in New York, has been focused on meeting the second quarter with new talent, employee engagement, and sourcing activity that honors its recruiting and business commitment to diversity and inclusion with inspirational leadership.

Since securing bowmo's initial round of funding in 2016, the company has grown across several interdisciplinary groups — most recently welcoming another female executive leader, [Jocelyn R. Taylor](#), as Director of Sales and Business Development. Jocelyn joins bowmo with 20+ years of executive leadership experience in top business and consumer organizations, starting in Management Consulting Services (MCS) at Price Waterhouse, Lord & Taylor on the buyer side, and sales at WorldCom, acquired by Verizon in 2006. She was the former Publisher at Zinio Enterprises' VIVMag and UPTOWN Magazine. She is well known as a CRO and Publisher in the niche, lifestyle and luxury media space. Jocelyn is featured in the first edition of the [bowmo'ite Spotlight](#) series where she shares business insights and industry motivations. Jocelyn brings the number of female leaders in senior management roles at bowmo to three. They oversee Sales, Product, and Marketing ("bowmo, SPM").

The company also recently launched its first ERG (Employee Resource Group), [bowmobold](#), during the second quarter. Its Statement of Purpose: "bowmobold is a collaborative group of bold, outstanding women managing opportunities and obstacles in the workplace and neighboring STEM categories. bowmobold stands to be a unifying platform for diverse women in Technology and Human Resources with a mission to lead, sponsor, mentor, and network in pursuit of fulfilling careers

"I value bowmo's innovative technology and the united passion of our ensemble ground crew, our team. We are all determined to create new conversations around the evolution of the HR Tech space. I like being part of that discovery and innovation. This is an incredible opportunity to share my entrepreneurial experience and be an integral part of bowmo's think tank. Not only do we have talent, but our team has so much individual and engagement through empowerment and

advocacy with integrity, accountability, promotion, and leadership support.”

With this initiative in mind, bowmo will host a **bowmobold** Luncheon to facilitate a discussion about **bowmobold**’s ambitions with other women

category leaders, with an ultimate quest to create a network and identify future Corporate Women Advisors for the company. Executive Sponsors are Eddie Aizman, Co- Founder and President; and Vlad Mamut, Co-Founder and CEO, whose thought leadership was featured at the close of the last quarter in [theNativeSociety](#).

Women STEM industry / HR leaders interested in participating in **bowmobold**’s June Luncheon can contact Sellers Webb at sellers.webb@bowmo.com.

Finally, making sure that the supplier sourcing and strategic affiliations of the business also reflect diversity and inclusion and to further advance bowmo’s advertising & media presence, the company is now welcoming services inquiries from Advertising and PR Agencies that represent diversity as well. Established agencies with software and tech advertising proficiency that are owned or operated by women, African American, Hispanic, Asian, LGBT, Veteran, etc., are encouraged to send an overview. bowmo will present its Brand Manifesto in conducting an agency brief for qualified agencies; for further information and interest of involvement, please contact press@bowmo.com.

About bowmo, Inc.

bowmo, Inc. provides an intelligent software solution for the staffing and recruiting industry that seamlessly integrates into existing ATS — applicant tracking systems. The company helps to revive the recruiter’s human touch and evolve the candidate sourcing process. bowmo, Inc. embraces the challenges of the recruiter by providing the means to quicker, more efficient and conversant candidate sourcing. Time spent searching and time to hire drops dramatically; freeing the recruiter up to engage more clients and business partners in growing their businesses with the very best matched candidates.

About Native Society

The NativeSociety (tNS) is an online platform that Personalizes Thought Leadership. We feature curated content and carefully selected contributors that are invited to participate. Our mission is to feature and promote high-quality content from industry experts, leaders, entrepreneurs and equivalent role models with the intent of inspiring, encouraging and enlightening our readership. One way we do this is by highlighting the unique achievements, insights and attributes of our select contributors.

Media inquiries:

Please contact bowmo by email at press@bowmo.com.

Source: bowmo

character and we are really developing our culture and united way of working. My belief is that bowmo runs knowing you need every spoke of the cog for it to work."

JOCELYN R. TAYLOR, DIRECTOR OF SALES & BUSINESS DEVELOPMENT, BOWMO INC.

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