

# Innovantage Systems to double staff numbers as it expands and targets European markets

The Symphony Technology Group owned, Cardiff based business currently employs 13 people and will more than double staff numbers with £100,000 backing from the Welsh Government.

Innovantage has developed sophisticated software that captures job postings from over 280 job boards and 500,000 employer websites to provide recruiters with a picture of hiring trends across the whole of the jobs market.

Employers use this information to understand which of their competitors are hiring and in what areas, to identify recruitment trends, fill immediate hiring needs and anticipate future demands. Innovantage data also enables recruitment agencies and other intermediaries to generate sales leads.

The funding and new jobs will enable the company to develop its existing platform to build a world class global analytics product to comply with European standards and target new European markets initially including France, Germany and Italy.

The high skilled jobs, the majority of which will be of graduate level, will include a mix of software developers and sales management positions.

Economy Secretary Ken Skates said:

“I am pleased Welsh Government support is enabling Innovantage to develop and exploit its analytics product to enter new markets and focus on new export opportunities. The company has a strong track record of delivering to UK recruitment intelligence markets and this investment is set to take the business to the next level.

“This expansion also helps secure the operation in Wales as this project could have been undertaken by other companies within the group.”

Richard Turner, CEO Innovantage said

“The support we have received from Welsh Government has been superb. This funding has enabled Innovantage to not only continue its UK business growth with industry leading products, but it will also enable us to accelerate the recruitment of further resources and deliver our International products and business ambitions.”