

## **Jobs2web to Fuel Hiring At Dow AgroSciences**

*— Top-tier Agricultural Company Cites Need for Proactive Pursuit of Talent  
as Primary Reason for Selection —*

**MINNEAPOLIS, Minn. (June 22, 2010)** — [Jobs2web](#), the leading provider of interactive recruiting solutions, today announced that [DowAgroSciences](#), a top-tier agricultural company providing innovative agrochemical and biotechnology solutions, has selected Jobs2web's award-winning Recruitment Marketing Platform. Jobs2web will help strengthen Dow AgroSciences' current recruiting initiatives, which include actively sourcing and engaging quality talent on Web 2.0 channels.

Dow AgroSciences is partnering with Jobs2web to deepen its employer presence in areas where their ideal candidates are known to frequent. At the core of the company's workforce planning for 2010 is the need to build a proprietary talent community as well as establishing a more streamlined recruiter workflow.

With the installation of the Jobs2web Recruitment Marketing Platform, Dow AgroSciences' Careers site has been remodeled with interactive capabilities that will enhance recruiters' productivity while enabling the company to establish a broader web footprint and a more compelling online presence.

"As we looked at gaps in exposure for raising awareness about career opportunities at Dow AgroSciences, we determined that more than 50 percent of job searches are now beginning with the major search engines," said Linda Fogle, Global Workforce Planning Leader for Dow AgroSciences. "We also wanted to place emphasis on reaching the new candidates, such as those entering the workforce. The Jobs2web platform helped us pull our jobs out from behind our applicant tracking system for increased exposure, which has increased traffic more than 20 percent in the first two months alone. It also helped us advance our new social media strategy into a forum where we could more easily measure its success."

Ken Holec, Jobs2web's CEO, stated, "Our partnership with Dow AgroSciences, a global innovator in the agricultural space, reaffirms why Jobs2web has become the go-to technology solution for companies with unique hiring needs. Our extensive interactive capabilities are designed to help our clients meet all their recruiting goals, no matter

how extensive or complex they may seem. We are excited about helping Dow AgroSciences attract the best and brightest candidates.”

### **About Jobs2web**

Jobs2web helps larger companies to Recruit Better™ using advanced technologies to find talent better, engage with talent better, and know better what online channels are providing them with the best results. Come see how at [www.jobs2web.com](http://www.jobs2web.com).

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