

TechColumbus launches new resource for career development

A recent report by the Columbus Chamber predicts that our region is well-positioned for job growth in the second half of 2010. Business and professional services, including information technology, are among the sectors for which labor growth is expected.

Among the key factors driving this forecast are the strength of the region's tech-based companies and its educated and highly qualified talent pool. These two groups are now able to connect with one another better than ever through a new resource developed by TechColumbus and its partners.

CareerTrack, which launched just this week on TechColumbus' Web site, is a member-based service that allows companies to post available positions and connect with the qualified and exceptional talent they need.

At the same time, individuals looking for employment can become members and not only receive traditional job search services such as resume postings, but also qualify for coaching and mentoring services from several TechColumbus' member professional search firms. The program also offers job seekers the benefit of networking with peers and professionals so they can promote themselves within the region's vibrant business community.

A two-way track

"I believe we have a very rich talent pool in Central Ohio and this is one way to shine the light for them on the great tech-based businesses that are here," said Tim Haynes, TechColumbus Vice President of Member Services and Marketing. "This service will help our region's top companies locate talented individuals whether they are students and recent graduates seeking their first jobs, or seasoned professionals looking for that next challenge."

CareerTrack is a free service to TechColumbus member companies. Individuals are invited to become members for a fee, with students receiving a reduced rate. The program is the result of market feedback suggesting TechColumbus is in

a unique position to make valuable connections between companies and talent.

"CareerTrack is very different from the services that are already out there," said Leslyn Wheelless, TechColumbus' Director of Membership Sales. "We have more than 580 member companies that are poised to grow and have needs for diverse skill sets. This is a way for individuals to make more meaningful connections with prospective employers – it's so much more than a place to simply 'park' your resume."

In addition to posting resumes in a searchable database available to TechColumbus member companies, CareerTrack's benefits for those seeking jobs include online access to hundreds of human resources and talent placement partners; other CareerTrack members; TechColumbus e-mail alerts and event calendar; an exclusive downloads area; and newsletters.

Members also receive free admission to all CareerTrack and Breakfast Series events and discounts to all TechColumbus professional development and networking events, as well as the Platform Lab computing and IT testing services. Membership also entitles job seekers to one hour of complimentary career coaching and exclusive invitations to networking opportunities.

CareerTrack partners

TechColumbus' talent and placement partners played a key role in developing CareerTrack and some will participate in complimentary career coaching and TechColumbus' professional development networking events.

Cookie McIntyre, CEO of The McIntyre Company, an executive search firm

with global connections based in Powell, says she is a huge supporter of CareerTrack. "With all the resources TechColumbus has and all of the people involved in the tech community that TechColumbus reaches out to, this is just a natural



Many of Worthington's clients are in technology fields, and she has assisted more than 43,000 clients in all aspects of job search, portfolio presentation, search strategies, interview methodologies and job offer negotiations. She is a Certified Professional Résumé Writer and Internationally Certified Job & Career Transition Coach.

Kirk Wyckoff, an IT professional who recently found employment as a systems engineer with Nationwide in Columbus, says he believes coaching is a highly useful tool in preparing for the job search process. "I think this is an awesome offering," he said. "Sometimes it's hard to focus on finding something that you really enjoy. Coaching is a great way to focus those job-seeking energies."

Ken Lazar, Managing Director of Manpower Professional and founder of the Scioto Ridge Job Networking Group, says networking is another key component of CareerTrack. "Networking groups will be the future of job searching," he said. "Having face time with potential employers and expanding business contacts will be the ways people get jobs in the future. Very few people find the right jobs through job boards alone anymore."

Paul Zemanek of Dublin is looking to advance his career and agrees that networking is one of the most important aspects of any career transition. "I have come to depend on my career network as my path forward toward my next career opportunity," he said.

progression for them," she said. "We think programs like this are good for the membership and good for the community at large."



Cookie McIntyre, CEO of The McIntyre Company

McIntyre will be keynote speaker and facilitator of a panel of job recruiting experts at CareerTrack's kick-off event on Jan. 28. The panel and other speakers will discuss employment issues, answer questions and offer insights (visit TechColumbus.org/CareerTrack for details).

"CareerTrack's ability to assist people by offering coaching and mentoring will help them stand out among the crowd during their job search," she said.



Janice Worthington, Founder & President of Worthington Career Services

Janice Worthington is Founder and President of Worthington Career Services, a nationally recognized career coaching firm for executives and professionals. Worthington, along with coaches from the Ray & Barney Group, Inc., Portfolio Creative Staffing, and Robert Half will be one of

the partners offering coaching expertise to CareerTrack members. "We'll be working with people who need to transition back into the workforce, as well as with students and 'passive candidates' who may not be looking for a position at the moment, but are interested in staying on top of what's going on in the job market," she said.

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