

Regionsjob company is becoming HelloWork and is investing 30 M€ in its growth abroad over the next 3 years

Paris, 29 August 2018 – The [Regionsjob](#) group, a major player in the on-line employment, recruitment and training sector in France, is renaming itself HelloWork, in order to be in step with its current and future operations. The company now has an investment capacity of 30 million euros for external growth, aiming to become the leading player in France, and take up a challenging position on the European market within the next 3 years. For a speedy implementation of this strategy, HelloWork is reorganising its management structure.

A new stage and a new name: HelloWork



The Regionsjob group has grown a great deal in the past 18 years. The initial ambition, to support people seeking or changing jobs throughout France has become a reality. The group's country-wide services cover practically all professions, in employment and training. They are used by over 4 million people every month, more than half of whom use the regional platforms.

However, the group's name, Regionsjob, only partly reflected the reality and diverse nature of the services offered (BDM, Cadreo, CVCatcher, JobiJoba, Maformation, Talent Detection, etc.) and did not express the developments planned for the next 5 years. So Regionsjob is renaming itself HelloWork to symbolise this new stage in its development.

Understood by everyone, in France and abroad, HelloWork expresses what the company hopes to bring to the people using its services: finding a job (from temp to permanent, including freelancers) or training which will help them face the week with optimism, in France or around the world.

A 30 million euros investment capacity

As a central player in France in the recruitment, employment and training sector for workers, whether applicants, recruiters, employers, trainers, consultants, head-hunters, sourcing staff or managers, HelloWork is now seeking to become a Europe-wide challenger. To do this, HelloWork believes it has to continue investing both in its internal development (web, mobile, big data, semantics, etc.) to anticipate new practices, and in external growth activities.

So over the next three years, HelloWork wants to use its 30 million euros investment capacity in order to buy stakes in high-potential companies: start-up / scale-up in the field of employment and training, with a strong technology component, already offering an operational product or service, and an initial stage of marketing in France or around the world. Such future associates should complement the services already offered to applicants or recruiters by HelloWork, in terms of technology or geography.

Purchase of the JobiJoba company in July 2018 was a first step in this development strategy : <https://groupe.regionsjob.com/regionsjob-rachete-jobijoba/>

These new investments will contribute to building a European champion for a dynamic market, where most players are international.

“There is a dual objective: firstly, providing our future subsidiaries with financial resources, data and the expertise of our sales force to help them reach their full development potential; and secondly, supplementing HelloWork's service package to consolidate our leading position in France, and become a challenger in Europe within the next three years,” says **Jérôme Armbruster, CEO of HelloWork, sharing his enthusiasm.**

A new organisation alongside these investments

HelloWork has made several appointments to support the implementation of this new strategy:

- Jérôme Armbruster becomes President of HelloWork, responsible in particular for the hub devoted to external growth, with the support of David Beaurepaire, named Managing Director for external relations and strategy.
- François Leverger is appointed General Manager responsible for HelloWork's development, assisted by Loïc le Terrien, appointed Managing Director, and Laurent de Bussac, named CTO.
- Liselotte Huguenin Bergenat, HR Manager and Alice Caradec, CFO, will have the job of structuring, monitoring and sharing methods and organisation throughout the development process, in order to maintain flexibility, dynamism and innovation within HelloWork and its subsidiaries.
- Roland Tresca, President of Regionsjob, becomes Chairman of the Supervisory Board of HelloWork.



More details available on request from the press department

About HelloWork

[HelloWork](#), a major player in France for on-line employment, recruitment and training services (subsidiary of the Télégramme group), supports workers throughout their professional life, companies, recruitment consultants and RTT on their HR challenges and recruitment, and helps training centres develop their product range.

With 250 employees, 38 million € of orders in 2017 and 18 years' experience, HelloWork's various platforms welcomed 4 million single visitors per month (Médiametrie//NetRatings - Global Internet measurement – March 2018). HelloWork has generated 11 million contacts between applicants and recruiters, among 10,000 companies in 2017.

HelloWork develops:

- employment and recruitment platforms: [Regionsjob.com](#); [Parisjob.com](#); [Cadreo.com](#); [Bdmjob.com](#) and [Jobijoba.com](#)
- the professional training platforms [MaFormation.fr](#) and [HelloSkills.io](#)
- [Blogdumoderateur.com](#), the go-to resource for web professionals: resources, tools, decoding and news.

HelloWork is also a major shareholder in Aladom, the specialist employment and recruitment company for human services and temping, which develops the [Aladom.fr](#) and [Jemepropose.com](#) platforms.

HelloWork develops HR software to support and encourage the recruiter and applicant experience throughout the recruitment processes. [CVCatcher](#), HR CV catcher, [Talent Detection](#), applicant management solution and [Talentplug](#), multi-distribution solution for job and course offers. Jobijoba also provides 40 local authorities, including the city of Paris, with employment platforms.

For more information, visit: www.hellowork.com