

Meet & Engage Reaches Growth and Revenue Landmarks

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Founded less than two years ago, Meet & Engage (<https://meetandengage.com>), the leading provider of branded and moderated chat technology for employers and the higher education sector, has reached several key landmarks and added a further senior industry figure to its leadership team.

With a client base that now spans Europe, North America and Asia, the award-winning company is anticipating revenue growth of over 250% in 2017 and last month raised further private funding valuing the organisation at GBP4m plus.

Director, Ali Hackett, is delighted with the progress of the company she co-founded so recently. "From the industry awards and the clients we have won, through to the recent successful round of fund raising, everything has been an endorsement of the vision we had when we set up Meet & Engage in 2015," she said. "The very latest vindication of our ambition is the appointment of such a leading industry figure to be our Business Development Director. I've known and admired Nicola Sullivan for years and am thrilled that she's chosen to join us at such a key stage in our growth."

Most recently the sales director at Lee Hecht Harrison Penna, Nicola previously spent five years at Penna as Client Services Director running large integrated resourcing relationships. With responsibility for driving sales, shaping end-to-end resourcing solutions and developing client relationships across the commercial and public sector, Nicola led a highly successful team during her time at Penna. With a particular focus on the employee value proposition and diversity and inclusion, Nicola helped ensure her clients achieved their resourcing objectives. It's with this continuing ambition to offer organisations the best possible recruitment outcomes, that she sees such a huge opportunity in her new role at Meet & Engage.

"Meet & Engage gives employers the opportunity to reimagine the engagement and recruitment journey," said Nicola. "It uses technology to rehumanise the relationships between the organisation and candidate. At its heart, Meet & Engage recognises technology can't replace - but instead enhances - the personal and human experience. And, for that reason, I'm excited about the impact Meet & Engage will have in a market that demands authenticity."

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About Meet & Engage

Meet & Engage is a real-time live chat technology. It's award-winning branded, moderated platform is accessible from any device and offers the ability to personalise the experience to specific target audiences. For employers looking to optimise recruitment, it connects candidates and businesses at different stages of the recruitment process, from talent attraction right through to keeping candidates warm post job-offer. Connecting candidates with people at the heart of the business is the most authentic way of bringing an employer brand to life and creating advocates. In a similar manner, Universities and other higher education establishments use Meet & Engage to connect in real-time with under-grads, post-grads and international students.

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