

Phenom People Raises \$22 Million in Series B Funding to Accelerate Growth of Talent Relationship Marketing Platform

AXA Venture Partners leads round with participation from existing investors Sierra Ventures, Sigma Prime Ventures, and Omidyar Ventures

AMBLER, PA., May 2, 2018 (GLOBE NEWSWIRE) – [Phenom People](#), the leader in Talent Relationship Marketing (TRM), announced that it has raised \$22 million in Series B funding led by AXA Venture Partners, with participation from existing investors Sierra Ventures, Sigma Prime Ventures, and Omidyar Ventures. Phenom People will use the funding for strategic growth initiatives, including accelerating product innovation and global expansion.

Phenom People's Talent Relationship Marketing (TRM) Platform leverages artificial intelligence to help companies attract and engage candidates through personalized experiences. The platform provides a personalized career site experience for candidates with a real-time CRM, CMS, Campaign Management, Event Management, Talent Analytics and was recently expanded with the addition of chat bots and the internal mobility and referral application.

"Phenom People has built a market-leading technology platform that enables companies to win the war for talent," said Alex Scherbakovsky, General Partner at AXA Venture Partners. "We are excited to partner with Mahe and his team to scale the company globally."

"We are excited to have AXA Venture Partners join this latest round of funding because of their strong global reach and enterprise software expertise," said Mahe Bayireddi, CEO and Co-founder of Phenom People. "This support from AXA Venture Partners and our existing partners, Sierra Ventures, Sigma Prime Ventures, and Omidyar Ventures will help us continue to expand the Phenom People Talent Relationship Marketing Platform and build more presence in international markets."

The latest round of funding comes off of a record year of growth and Phenom People receiving numerous recognitions in 2017 including #277 on the Inc. 5000 List of Fastest Growing Companies in America, Gartner Cool Vendor in Human Capital Management, IDC Innovator, HROToday Tektonic Award in Talent Management and a Stevie Award for Employer of Year. Phenom People was also named a Top HR Product of the Year by Human Resource Executive Magazine. Phenom People also surpassed 120 customers including Fortune 500 Companies such as Abbott Laboratories, Cognizant, Express Scripts, General Motors, Kohl's, L'Oreal, Microsoft, Southwest Airlines, and Whole Foods.

Phenom People previously raised \$9 million from Sierra Ventures, Sigma Prime Ventures, and Omidyar Ventures. The latest funding brings the total amount raised to \$31 million.

About Phenom People

Phenom People, the leader in Talent Relationship Marketing, helps companies attract phenomenal talent through personalized digital experience. The Phenom People Talent Relationship Marketing platform automates the complex process of driving awareness, interest, engagement, and acquisition for qualified talent.

For more information, please visit www.phenompeople.com to learn more about Talent Relationship Marketing.

About AXA Venture Partners

AXA Venture Partners (AVP) is a venture capital fund backed by AXA, the leading global insurer and asset manager. AVP manages \$450 million, including \$275 million direct investment fund and \$175 million fund investment vehicle. AVP invests across stages in enterprise software, fintech, consumer technologies and digital health, as well as other technologies relevant to insurance and asset management. With offices in San Francisco, New York, London, Paris and Hong Kong, AVP invests globally. More information at www.axavp.com.

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