

Cartier

WOMEN'S INITIATIVE AWARDS



2017 FINALIST FOR ASIA-PACIFIC

XANIA WONG

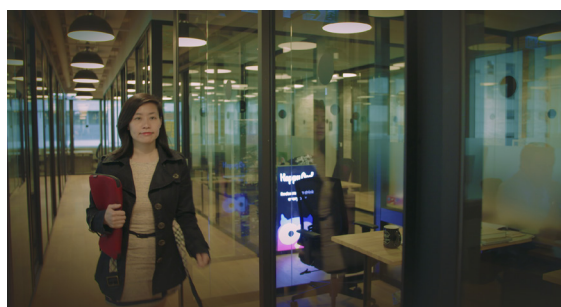
Hong Kong

JOBDOH

WWW.JOBDOH.COM

Smart-hiring platform that instantly connects employers with temporary workers

Hong Kong resident Xania Wong had seen single parents and elderly people struggling to find jobs purely due to a lack of continuity in their working week. They were all capable, but frequently identifying temporary work opportunities through conventional channels was a job in itself. This observation led 38-year-old Xania to conceive the idea of JOBDOH, a company that matches temporary workers with employers in less than three minutes, sets records for job posting to arrival, and has a social mission to reduce poverty. JOBDOH has revolutionised the temporary staffing industry with the click of a button.



Launched in August 2015 by Wong after winning Google's Empowering Young Entrepreneur competition, JOBDOH has grown to become Hong Kong's leading online marketplace for on-demand hiring. The service now has more than 5000 employers signed up, 90,000+ registered workers and a retention rate of over 80%, JOBDOH is transforming the staffing industry and strives to change the way we live and work. Using a data science-driven matching algorithm, proprietary psychometric screening which reduces or eliminates the need for interviews, and transparent record keeping, JOBDOH is able to consistently deliver the most suitable candidates for clients. Candidates benefit from increased flexibility to earn extra income quickly and receive payment for their work within 24 hours, a world first.

“We have a lot of single parents, elderly people and ethnic minorities who were able to get jobs which were previously unavailable to them thanks to our application”

JOBDOH is looking to reduce poverty by providing more bias-free work opportunities and improving upward mobility for all, but especially single mothers, ethnic minorities and the working poor.

“One social measurement we have is to ensure that at least 30% of our users come from underserved communities. We're quite diligent in ensuring we're supporting those communities by working with NGOs.”

THE PROLIFIC ENTREPRENEUR

The agency staffing industry is estimated to be worth \$US420 globally, with the Asian market worth \$US92 billion. As the demand for full-time staffing slows, temporary staffing continues to grow at 4% annually, driven by increased need for flexibility and changing working lifestyles. JOBDOH has an enviable client list that includes Swire Properties, Uber, Langham Place Hotel, Century 21 and Zuma Group and is an exclusive mobile app partner of Manpower, the world's third largest HR company.

JOBDOH is one of four start-ups run by ambitious entrepreneur Xania, who takes on responsibility for overall business operation, customer acquisition and strategy of all her ventures. The prolific businesswoman gained her professional experience from a variety of roles, including as an investment analyst at Royal Bank of Canada, a management consultant at Bain & Co and a Product/Business Manager at MSCI Inc. Xania is a CFA charter holder and an INSEAD MBA.

While she makes it look easy, growing JOBDOH quickly in a short space of time, the business does face constant challenges. “Balancing supply and demand is always a tricky question. It's constant juggling making sure you have enough jobs for enough people, and enough people for the jobs.”

TRANSFORMING AND EXPANDING

After taking the Hong Kong market by storm, JOBDOH is in an exciting growth and scaling phase, with plans to expand into other South East Asian countries and ambitions

to be in five markets by the end of 2017. Through its partnership with Manpower and as an affiliate partner of exhibition company Pico, the business is tackling the market in Taiwan first. Off the back of inbound traffic from the US and Malaysia, it will look at expanding into these markets as well.

JOBDOH was created to disrupt the centuries-old traditional staffing agency industry and has already transformed the casual labour market, seamlessly connecting available jobs with quality temporary workers. It has also had a huge social impact, increasing income for the underserved and working poor. There is no doubt this ambitious and nimble company will continue to make its mark and raise eyebrows along the way.

“ I get a sense of achievement when I see that people are actually using our product and it's really helping them improve their lives ”