

## Creativepool Breaks LinkedIn's Stranglehold on Innovation

Monday 24 November, 2014

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Creativepool, an industry network for the creative industry where companies and individuals showcase and share their work, broadcast their news, promote their services and connect, has been named the joint winner of the Best Innovation in Online Recruitment Award at the 14th Annual NORA Awards.

The London-based start-up was named joint winner with LinkedIn. The free-to-use platform showcases and defines connections behind the world's creative community – including both companies and individuals.

Stephen O'Donnell, Founder & Chairman of NORA, stated, "Despite the new version of Creativepool having been launched a mere 18 months ago, the digital platform has shown remarkable growth, expertise and true innovation in the digital recruitment market."

"LinkedIn has been the sole winner in this category for the past two years. The judges felt Creativepool's level of innovation this year matched their platform and as such, it is with pleasure, that we were able to recognise them as the joint winner for this year's Best Innovation in Digital Recruitment."

As a recruitment platform Creativepool provides the world's biggest agencies and brands with an interactive environment in which to attract the world's best talent. As a news outlet for the industry, Creativepool offers its users control over what they publish about themselves and how they promote that information.

Michael Tomes, Managing Director of Creativepool, said: "Receiving this innovation award alongside the biggest recruitment site in the world is an incredible honour. For the past 18 months, we have been working tirelessly to develop a ground-breaking website. Identifying the needs of the creative industry and creating a platform that integrates the profiles of both companies and individuals – and enabling both to promote themselves effectively – has been challenging and rewarding. To have that recognised at the NORAs is immensely gratifying."

Alongside them, in the category of Best Innovation in Online Recruitment, Creativepool was pitted against Innovantage, jobandtalent and Ofunnel. The awards ceremony for the 14th annual National Online Recruitment Awards (NORAs) was held at Sway in London's Covent Garden.

Among the panel of judges were industry experts including Neil Morrison, Group HR Director for Penguin Random House UK; Ann Swain, Chief Executive of The Association of Professional Staffing Companies; Tim Parker, founder of yu:talent; and Jennifer Candee, Head of Global Talent Acquisition for SABMiller.

[www.creativepool.com](http://www.creativepool.com)

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