

**Industry:**

Human Capital Technology

**Headquarters:**

Chicago

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[www.firstanalysis.com](http://www.firstanalysis.com)**First Analysis SaaS recruitment portfolio  
company Yello raises Series B round**

**CHICAGO – November 10, 2015** – Yello, the leading web and mobile recruitment platform, recently raised \$5 million in Series B funding, led by long-time First Analysis partner firm the Argentum Group. First Analysis also participated in the round, which will be used to deepen Yello's sales, marketing, and engineering efforts in the United States and increase its global presence.

"Based on First Analysis's deep research in human capital tech, we identified talent acquisition as an area ripe for disruption. It's an area that benefits from persistent economic and demographic tailwinds. It also offers strong returns to employers by bringing efficiency and effectiveness to the recruiting process," said Corey Greendale, senior vice president at First Analysis. "We identified Yello as the leader in mobile recruiting and talent relationship management technology. This is the kind of technology that allows employers to win the escalating war for talent."

Founded in 2008, Yello streamlines the talent acquisition experience for recruiters, hiring managers, and candidates alike. Yello automates the process of collecting candidate information, marketing opportunities to the right talent, scheduling interviews, and evaluating candidates. The product line delivers greater flexibility, connectivity, and accessibility throughout the recruitment process. The result is companies find the right collegiate and professional talent faster.

Greendale sees enormous potential for Yello. "This innovative technology company has achieved significant acceleration in annual recurring revenue in the last 12 months, validating our initial investment," he said. "Our confidence is bolstered by the fact Yello's customers are truly evangelists for its products. They've been embracing more components of the Yello platform, and we've witnessed first-hand their enthusiasm at Yello's annual client conference."

"We could not be more excited or thankful to our new and existing partners, current clients and staff for the traction we have gained in the talent acquisition community, and the success achieved thus far," said Jason Weingarten, CEO of Yello. "This additional investment is confirmation that we have been – and will continue to be – on the right track, building a software solution that provides recruiting departments with true value through never-before-seen transparency and innovation."

"In leveraging a mobile-first platform, Yello has always been at the cutting edge of recruiting technology and will use this additional investment to fast track the company's development roadmap," said Yello co-founder Dan Bartfield.

**About Yello**

[Yello](#) is the Chicago-based software leader that is radically reinventing recruiting. Employers of all sizes – from Fortune 500 multinationals and large public sector organizations to high-growth early stage companies – rely on Yello to manage and mobilize their recruiting processes. Previously known as Recsolu, Yello's considerable experience includes campus, professional, high volume and specialty recruitment. When you're ready to say hello to your next great hire, think Yello.

## **About First Analysis**

[First Analysis](#) has one of the longest records (30 years) in private capital investing and has invested more than \$700 million across 12 funds in three fund families. First Analysis excels at uncovering and leveraging the best opportunities in emerging high-growth segments in technology and health care for the benefit of the investors and growth companies we advise and serve. Integrated public and private company research underpins our success, yielding a deep, comprehensive understanding of each segment's near-term and long-term potential. First Analysis helps established companies become profitable leaders in large markets, funding growth plans and working closely with management in areas including strategy, recruitment, sales and marketing, and corporate development. Its flexible approach targets investing \$3-10 million as lead investor or as a syndicate partner who brings valuable perspective to the table.