



## **Continued Growth in the Flexible Job Market Inspires Business Partners Cindy Yared and Amy Steurer To Open New Mom Corps Franchise Office in Dallas**

### ***Mom Corps Re-Defines the Search Process for Professionals Seeking Flexible Careers and Companies Looking for Top Notch Talent***

**Dallas, TX** – January 24, 2011 – Despite the still recovering economy and uncertain job market, Mom Corps, a national flexible staffing and search firm, is experiencing significant growth and continuing its nationwide expansion with the establishment of a new office in Dallas.

Mom Corps was founded on the notion that there was a huge pool of untapped talent among qualified women professionals who have left the traditional workforce because they could not find the balance they needed to manage career with life and family. With more and more women going back to work and professionals demanding more flexibility in their jobs and work environments, Mom Corps has grown to be the national leader in the flexible staffing niche and the go-to resource for companies seeking crème-de-la crème candidates.

New Mom Corps Dallas Co-Owners Cindy Yared and Amy Steurer have identified a strong need for the Mom Corps concept in the Dallas area where they have seen so many talented professionals and stay-at-home needing non-traditional career options or being largely overlooked by traditional search firms. They have also seen companies needing to react quickly to the changing economic landscape with the use of interim talent, while working to retain their most valuable assets – their employees – by offering more flexibility.

Launched just 5 years ago by Allison O’Kelly, a CPA, Harvard MBA, and working mother, Mom Corps has grown to a \$5 million company (with a run rate of \$8 million) and projections of \$10 million by the end of 2011. In just one year, Mom Corps has added 13 new franchise offices including Dallas, Los Angeles, Boston, New York, Minneapolis, Atlanta, Philadelphia, Charlotte, Cincinnati, Northern Virginia, Seattle, Akron, and Austin. Mom Corps expects to add several additional franchises by the end of the first quarter.



"While many industries are starting to grow and hire again, continued economic uncertainty is still making many firms reluctant to hire permanent employees," adds O'Kelly. "In this risk-averse business climate, it is vital for companies to be able to staff up or down based on demand, and Mom Corps fills that specific niche."

Research shows that temporary and contractual labor is the face of the future and is expected to drive future hiring practices beyond the economic recovery as employers diversify their staffing mix. The Bureau of Labor Statistics reported that the pace of growth in the temporary staffing agency industry in the fall of 2010 was the fastest recorded since the industry began keeping statistics in the mid-1940s. In the 4th Quarter of 2010, nearly 25 percent more temporary workers were employed than in the same period last year.

"In this post recession environment an economic change has combined with a socio-cultural change to produce an innovative entrepreneurial business concept. Mom Corps allows companies who may be cautious about adding permanent employees to connect with highly qualified professionals, many of whom are moms, who want challenging but non-full time work. By addressing both these issues it appears that Mom Corps is a concept whose time has come," adds Jerry F. White, Director of the Institute for Entrepreneurship at SMU.

Prior to Mom Corps, Cindy was Chief Marketing Officer for Disere Holdings in Dallas. Before that, she was National Sales Manager for Clear Channel Communications in Dallas, where she worked for 11 years selling radio advertising and managed 8 National Offices and 25 Sales Representatives across the US. Cindy holds a BBA in Business Administration and Finance from Baylor University's Hankamer School of Business. She is an active member of the Baylor Alumni Association and St. Alcuin Montessori School Capital Campaign and Annual Fund Committees.

Amy's prior background includes a mix of professional, volunteer and secondary educational pursuits. An entrepreneur at heart, she started an industrial compressed-air piping company, Efficient Piping Solutions. Before that, she served as the Regional Sales Manager for Levelor Corporation where she received the Top Contract Salesperson Award and was a Marketing Representative for Armstrong World Industries where she received the Manager's Sales Award. Amy holds a BBA in Marketing from The University of Texas McCombs School of Business. She is a



member of the Texas Exes Alumni Association and several community organizations and has held fundraising and leadership positions at Kidney Texas, the Greenhill School and St. Alcuin Montessori School in Dallas.

“We are excited to have Cindy and Amy join the Mom Corps team and expand our unique offering to Dallas where so many companies and professionals can benefit from our niche services,” says Allison O’Kelly, Mom Corps CEO and Founder. “Their combined executive experience in business development, sales and marketing and established business and social networks make Cindy and Amy an ideal partner team.”

For professionals looking for a career change, more flexibility in their career, or simply needing to go back to work Yared and Steurer recommend interested candidates sign up with Mom Corps at [www.momcorps.com](http://www.momcorps.com) where they can easily upload their resume and receive email updates with job opportunities. Traditional job boards and staffing companies often don’t have access to flexible, challenging positions and Mom Corps provides a proven alternative.

For more information on Mom Corps Dallas, contact Cindy Yared at 888.438.8122 x 230 or [cyared@momcorps.com](mailto:cyared@momcorps.com) and Amy Steurer at 888.438.8122 x229 or [asteurer@momcorps.com](mailto:asteurer@momcorps.com).

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