

Inc. 5000
HONOR ROLL**8X**
Inc. 5000
Honor Roll**1M+**
People
Hired**5M+**
Real Jobs
Offered**25K+**
Employers
Served

A Real-Time Revolution in Talent Engagement

Through innovation and data, Capital Markets Placement (CMP) is changing how job candidates and companies connect.

Anyone who has ever applied for a job listed on a job board, and suspected it was fake or closed, knows the frustration that led Boris Rozman to start Capital Markets Placement (CMP) and CMP.jobs. Rozman had been studying the recruitment marketing industry, and he discovered that job seekers often didn't end up at the right place and instead "run in circles" because job boards are designed to generate revenue from clicks, not from job offers.

"The focus of the job board industry shifted from connecting people to jobs to generating clicks and applies [job applications] for revenue," says Rozman, CEO of the New York City-based company, which first appeared on the Inc. 5000 list in 2014—and has landed a spot on the list every year since. He says that CMP is ushering in a new era of talent engagement and unprecedented income mobility for workers by combining real-time technology and 15 years of persistent innovation.

Rozman says that the pandemic was a catalyst for a once-in-a-generation disruption and, "we are now at the beginning of a major shift in how people look at work and engage with opportunities." He believes that the new-found freedom of being able to spend more time with family will drive a systematic shift in employment, as people will gravitate less to traditional jobs and instead choose more flexible employment options and gigs. While some people call this shift "the Great Resignation," he sees it as the next phase in the natural evolution of work-life balance, akin to the industrialization and urbanization that came before. "We are building technology products that match the current and future reality of people's expectations and preferences," he says. "Most companies are struggling to staff up because they are not in step with the shift," Rozman says. He expects employers will adapt, and the turmoil will subside over the next five years.



↑ Boris Rozman, founder and CEO, Capital Markets Placement and CMP.jobs

REAL JOBS IN REAL TIME

A serial entrepreneur who started programming and launched his first internet business in 1994, Rozman is now a subject-matter expert in talent acquisition and real-time technology platforms. He decided to use his experience to create a more modern and effective way to match talent with opportunity. CMPJobs is the first platform that connects in real time thousands of job sites, communities, websites, and apps. Ultimately, this helps companies pinpoint the perfect talent and helps candidates find their perfect jobs. “Real jobs in real time” has been the company’s mission and banner since 2009.

The platforms also use artificial intelligence to facilitate communication and connection between prospective employees and companies. Rozman is bullish on AI’s impact on recruitment. “There is much talk about how AI is going to negatively impact the job market, but there are also many positives. AI can communicate with people naturally and effectively, help them find real job opportunities quicker, prep for interviews, and even help write compelling résumés,” he says.

GROWING FORWARD

“The company’s recruitment arm learns from human interaction to help build smarter technology.” The human factor is also a driving force in the company’s growth, Rozman says. He and his team regularly optimize the work experience, using technology to automate and remove rote, boring tasks. The company also uses technology to provide metrics on performance that are visible to the team. Rozman calls them “auto-mobility KPIs” [key performance indicators], which allow employees to self-regulate, reducing the need for oversight and encouraging them to support each other.

A VISION FOR THE FUTURE

The company is currently raising Series A funding to scale and go international. Rozman says, “Our journey is only beginning. We will bring real-time talent-matching technology to the world.” As CMP’s technology is adopted by more platforms, it will boost efficiency of talent acquisition manyfold by removing barriers that currently prevent talent and companies from connecting. Later this year, the company plans to launch three new platforms—JobGig.com, RealJobs.ai, and LocalJobs—which will be next-gen platforms helping people earn more in modern ways. CMP’s proprietary technology (and access to millions of jobs) will soon be available via the RealJobs brand as a white label solution to empower thousands of communities, sites, platforms and apps.



Beyond business growth, Rozman also has a vision for the force these technologies can play in the world.

“I am driven by the idea that everything I do will ultimately have a positive and lasting impact on society,” he says. “Helping people optimize their job search will maximize their income, give them more freedom, and reduce poverty in this country and worldwide. It’s up to entrepreneurs to lead the fight and use technology in a way where it helps people move upward.”

CMP. JOBS

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Boris Rozman's
company, Capital
Markets Placement,
has made the Inc.
5000 list eight times.