



## **The (Rebuild) Roster connects tech talent to world-class companies**

*A new tool aims to bolster Southwestern Ontario technology companies  
by placing tech talent in view of hiring managers*

**LONDON, ON., July 30, 2020** – While many technology companies are thriving, increasing revenue, raising investment, hiring and evolving around the shifting business landscape, we recognize that massive disruptions have displaced qualified talent across the innovation economy.

The time for solutions that attract and retain skilled industry professionals is now.

With support from technology leaders in the region, TechAlliance has launched a new online tool to put nimble tech talent in front of hiring managers at Southwestern Ontario technology companies.

[The \(Rebuild\) Roster](#) is a directory of job seekers with technical expertise or with an interest in working with a technology company. Born out of discussions from the City of London Mayor’s Economic Impact and Recovery Task Forces, this tool brings exposure to qualified individuals experiencing underemployment.

Using The (Rebuild) Roster, job seekers can showcase a brief overview of their qualifications and public portfolios, and complement their active search with a continuous signal that they are open to being contacted about opportunities.

The landing page also acts as a resource for job seekers to access support tools including a [job board](#) curated with roles in the region’s tech sectors and an [event listing](#) to make network connections and accelerate professional development.

“Technical talent is vital to modern business productivity, and this need has been intensified in our abrupt global shift to digital. Southwestern Ontario has a unique opportunity to demonstrate resilience and resourcefulness in the face of change. The more pathways we can make between skilled talent and innovative employers, the more jobs we can recuperate, and the better we can bolster our region’s place in Canada’s innovation economy,” says Christina Fox, CEO of TechAlliance.

"Over the past decade, London has cultivated a cluster of tech leaders with a strong foundation of technology-based industry. When combined with the talent coming out of our marquee post-secondary institutions, talent should not be an issue, but we know that the bridge from talent to acquisition can be daunting," says Brad Lickman, Director of Sales at Digital Echidna.

“That foundation has been rocked by COVID-19. Many in our industry have had to cut jobs and many talented people find themselves underemployed. That’s why we, at Digital Echidna, are proud to support TechAlliance’s (Rebuild) Roster. I’m proud to have been on the ground floor of this project, working with TechAlliance, to create a forum that is all about connection.”

Opening the door to new conversations about how we retain professionals in periods of change, the roster can become a valuable tool for human resources leaders to leverage when transitioning talent from their companies. In a time where technical hires are in high demand, it’s critical that we provide the resources to steer capable talent towards a purposeful next step.

According to Lickman, “There is opportunity ahead. We have as a society, embraced remote work. We know there is exponential growth in the future, and that growth will be fuelled by talent. Whether it’s web design and digital marketing, health tech, online advertising, or gaming, the roots of London’s tech industry are robust and a tool like The (Rebuild) Roster will only help the Forest City grow and flourish.”

TechAlliance, with input from technology leaders, anticipates that The (Rebuild) Roster will serve a continued purpose with tech talent in mind. “Even beyond the ‘Rebuild’ phase, The Roster will inform the ways that we ensure prosperity for local talent, attract skilled individuals to the region, and leverage relationships in our community to make meaningful connections into the innovation economy,” says Fox.

For more information about The (Rebuild) Roster, visit <https://techalliance.ca/rebuildroster/>.

Job seekers are encouraged to [add themselves to the roster](#) starting today. In addition, job seekers and hiring managers are invited to attend a short live demo of the tool.

Live demos for job seekers will take place on [August 4](#), [August 6](#) and [August 10](#).

Live demos for hiring managers, human resource professionals and business leaders will take place on [August 5](#), [August 7](#) and [August 10](#).

#### Quick Facts

- The (Rebuild) Roster was created by TechAlliance with support from Digital Echidna and endorsement from technology leadership including Voices.com, Media Sonar Technologies, Start.ca, Race Roster and DIBZ
- In May 2020, it was reported that the impacts of COVID-19 erased one year of employment growth in a mere six weeks of the pandemic
- Job seekers can gain exposure to technology leaders using a simple Airtable form linked from the landing page
- Hiring managers and business leadership can choose to reach out to available tech talent through their public portfolios, or by contacting [hello@techalliance.ca](mailto:hello@techalliance.ca)
- TechAlliance is committed to providing continuous resources for job seekers and technology companies through a curated job board and events listing specifically targeting technology sectors

#### Quotes

"We support TechAlliance's (Rebuild) Roster, and hope to continue to retain London talent, and attract others to this growing tech community." — *Robbie Wilder, CTO/Director of Development, Race Roster*

“As digital workplaces become more popular, sourcing and retaining top, local tech talent is only going to become more challenging and competitive. The (Rebuild) Roster serves as a centralized place to promote and source industry professionals in London and surrounding areas, providing a hub for both job seekers and industry leaders to connect. As a company proudly rooted in the Forest City, Start.ca recognizes the importance of identifying and engaging talent within our community and I am very proud to be a part of this initiative.” — *Peter Rocca, CEO, Start.ca*

"The (Rebuild) Roster was created to help both job seekers and employers. At Voices, we appreciate any resource that can help us find great people to join our team." — *David Ciccarelli, Chief Executive Officer, Voices.com*

"COVID-19 has changed the way we hire. Adopting a remote work strategy means that the world becomes our talent pool. The (Rebuild) Roster will be a useful tool for businesses to source qualified individuals to grow with their evolving teams, help those transitioning from underemployment, and attract new talent curious to explore opportunities with technology companies in our region." — *David Strucke, CEO, Media Sonar Technologies*

"As a startup founder who is always in growth mode, this roster easily provides me a direct connection to finding local and skilled talent." — *Brennon D'Souza, Founder/CEO, DIBZ*

### **TechAlliance of Southwestern Ontario**

TechAlliance is the place for dreamers, innovators, and world-changing ideas. We launch new startups and accelerate growth for established tech companies through our Venture Growth & Corporate Innovation, early-stage incubation, and GROW Accelerator.

We create an entrepreneurial culture across Southwestern Ontario that attracts, connects, and retains the next generation of tech talent, building community through experiences, and creating access to capital.

We advocate for startups and fast-growing technology companies, connecting all levels of government and industry to create an environment for businesses to start, grow, and innovate.

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