

## FOR IMMEDIATE RELEASE

# Genesys Talent Announces Rebranding, Changes Name to Opptly

*Genesys Talent is now Opptly - new name, new logo, new website*

The logo for Opptly, featuring the word "opptly." in a bold, lowercase, purple sans-serif font. The letter "o" is significantly larger than the other letters, and a period follows the "y".

**“We are reframing the way that organizations and talent engage through a smart blend of technology and human curation.”**

**January 19, 2021** - Genesys Talent, a direct-sourcing solution for innovative contingent workforce leaders, announced a rebrand today, changing its name to Opptly.

The new name and logo reflect the company’s modern, technology-focused direct sourcing solution. Opptly technology streamlines connecting great people with great opportunities, making the process better, faster, and more enjoyable for candidates and hiring managers. The new name evokes that opportunity connection.

The Opptly logo is a multi-faceted representation of the Opptly solution and mission. The period depicts a data point that illustrates the company’s data-driven solutions. The vibrant purple color reflects Opptly’s bold undertaking to revolutionize how people connect with work. Coinciding with the unveiling of the new name and brand, Opptly is launching a new website ([www.opptly.com](http://www.opptly.com)).

“Working within the confines of the current contingent workforce paradigm is frustrating for both candidates and hiring managers,” said Carla M. Tibbitts, CEO of Opptly. “At Opptly, we are reframing the way that organizations and talent engage through a smart blend of technology and human curation.”

The revolutionary Opptly technology attracts the best talent, humanizes the candidate and hiring manager experience, improves speed to hire, and establishes a support system that fosters a holistic approach to delivering talent for its clients. “Our passion centers on improving the candidate experience, leveraging technology innovation to connect talent and talent seekers better, and has since our founding in 2015. The new Opptly brand further illustrates and exemplifies that passion,” added David Cooper, President, Opptly.

Please visit [www.opptly.com](http://www.opptly.com) to explore the new website and learn more about the technology and services offered.

**About Opptly (an ICON company):** Connect with talent in a new and meaningful way by leveraging direct sourcing from Opptly. Our direct sourcing solution utilizes a massive skill-mapped talent community, a sophisticated matching technology, turnkey recruitment process automation, strategic support, and candidate curation services — all fully compatible with your existing program infrastructure. Revolutionize your contingent workforce solution with Opptly. Headquartered in Houston; Opptly can be found online at [opptly.com](http://opptly.com).