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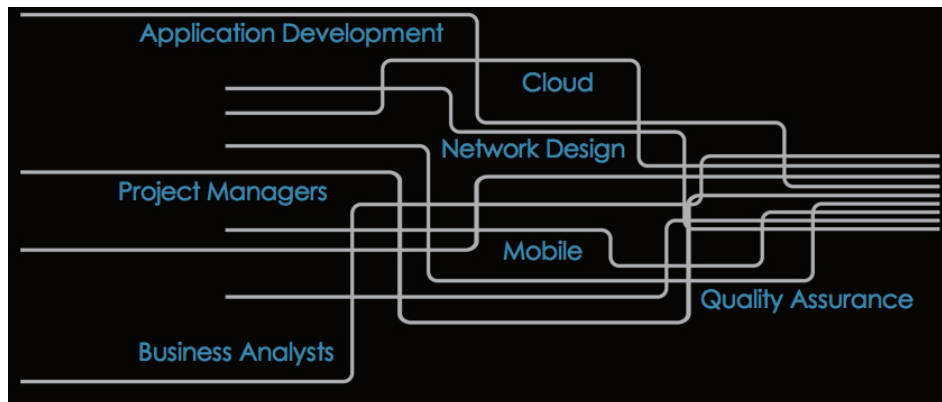
## OPTOMI CAPITALIZES ON THE INCREASE IN TEMPORARY IT LABOR

**February 5, 2013 • Alpharetta, Georgia** | The demand for Software Developers is projected to grow 32.4% by the year 2020 according to The Bureau of Labor Statistics. Within this broad spectrum of IT, demand for professionals with skills in Cloud Computing and Mobile Applications are projected to be particularly high. IT Staffing firm, Optomi, focuses on a finite set of skills within the software development life cycle including mobile software development, cloud and application development, network design, project management and business analysts. Understanding these technology trends, Optomi founders Michael Winwood and Todd Black intentionally aligned the company's focus on these skill-sets.

"We fully intend to position Optomi to meet this projected increase in demand", stated Michael Winwood, CEO of Optomi. "However, on the supply side, growth of computer science undergraduates and graduates has slowed down in recent years. To that end, we are driving new recruiting technologies and processes to better identify passive candidates who possess these in-demand skills. Combining this search approach with new technologies, such as recorded video interviewing, enables our clients to make quicker, more effective decisions when hiring contingent IT labor."

With the company's focus on individuals with high-end IT skills, the firm is also making consultant care a cornerstone of its strategy. "With the projected increase in demand and the slowing of computer science graduates, we must not only be able to find the best passive candidates, but also offer industry-leading consultant care to ensure great retention. Our strategy is simply combining great candidates and consultant care with leading technology innovation so that we can simplify the experience on both sides of the hiring process", says Todd Black, Optomi COO.

Led by co-founders Michael Winwood (formerly the President & COO of Technisource) and Todd Black (formerly the Senior Vice President of Technisource), the firm has established its first offices in the Atlanta and Chicago markets. Optomi has plans for additional market expansions in 2013.



### ABOUT OPTOMI, LLC

"DRIVING TOMORROW'S TECHNOLOGY WITH TODAY'S OPTIMUM TALENT."

Optomi is inspired by: optimum...being the best...the ultimate. We are an IT staffing firm with a unique approach. Optomi has developed fresh philosophies as cutting-edge as the technology we represent. With a revolutionary consultant-focused approach, Optomi is completely dedicated to genuinely serving its consultants, clients and employees. By utilizing innovative technologies and developing industry leading recruitment processes, we are able to deploy the best project managers, business analysts and technologists in the ever evolving spaces of mobile technology, network design, cloud and application development.

### ADDITIONAL INFORMATION

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