

Press release

**“Lionstep Career Transfer”
partnered with the University of St.Gallen**

Fast-track reskilling to combat the shortage of skilled workers

Zurich, April 12, 2021 - The Zurich-based digital recruiting agency Lionstep has launched the “Lionstep Career Transfer” program in collaboration with the University of St.Gallen and other partners. Thanks to innovative fast-track reskilling, this program enables employees to make a quick and uncomplicated career change. In this way, “Lionstep Career Transfer” will make a significant contribution to reducing the shortage of skilled professionals in the labor market.

After the digitalization of recruiting, the digital recruiting agency Lionstep, together with the University of St.Gallen and Helvetia Insurances as initiators, as well as the partner companies AMAG, BRACK.CH, localsearch (Swisscom Directories AG) and Coople, is now revolutionizing the job market as a whole and thus also changing the classic career path. The “Lionstep Career Transfer” program connects people and companies from a wide range of industries and, thanks to innovative fast-track reskilling, enables employees to make a quick and uncomplicated career change.

From assessment to a new job

Lionstep evaluates suitable candidates from industries that have to cut jobs due to economic developments or advancing automation, trains them in a reskilling program from the University of St.Gallen that is specially tailored to the needs of the partner companies, and then connects them with the partner companies and the agency’s entire customer base.

First course in June 2021

The first two-week online course for around 300 participants will start as early as June 7, 2021. It is aimed specifically at employees from service-oriented professions who want to be trained as employees in external sales, customer satisfaction or sales.

The aim is to expand the program to include data analytics and online marketing from fall 2021 and to offer it in the DACH region as an integrated part of the Lionstep Candidate Service from 2022. In the future, participants will be able to benefit from much more than just job placement beyond Switzerland's borders. The Lionstep experience includes seamless support from placement and training for lateral entrants to the reintegration of candidates who want to return to work after a break.

Securing the economy together

In this way, Lionstep and its collaborating partners not only help people in industries that are having to downsize jobs due to economic developments or advancing automation, but also actively support those industries that are suffering from an acute shortage of skilled professionals. The program also offers employees who have lost their jobs due to the Corona pandemic a chance to establish themselves in a new industry. This is done by bringing all players in the employment market to the same table and, thanks to an overall market view, creating global, forward-looking and sustainable solutions for career changers. This program is intended to have a positive effect on economic development and to create new opportunities for career development.

Career transfer brings more diversity to companies

"Lionstep Career Transfer" creates a classic win-win situation by bringing together people and companies from a wide range of industries. This not only offers an advantage to lateral entrants, but also to the partner companies, who benefit from rapidly available specialists who, with their life and work experience from another industry, can positively shape the performance at their future employer through more diversity. "Lionstep Career Transfer" thus also promotes non-linear careers and contributes significantly to a sustainable approach to employees in the labor market.



About "Lionstep Career Transfer"

"Lionstep Career Transfer" connects people and companies from a wide range of industries and enables employees to make a quick and uncomplicated career transition thanks to innovative fast-track reskilling.

"Lionstep Career Transfer" takes outplacement to a new level by evaluating suitable candidates, training them in a customized fast-track reskilling program by the University of St.Gallen, and then placing them with partner companies that are desperately looking for skilled personnel. The lateral entrants are therefore ready for a new professional future after just a few weeks.

About Lionstep

Lionstep specializes in professionals in the technology, IT, sales and marketing industries, connecting highly skilled talent with modern companies. The 50-person team innovates recruiting using AI to make the recruitment process as simple and straightforward as possible. Lionstep's major clients include Swiss Post, Avaloq, Adidas and Telefónica. However, a main focus is on medium-sized companies such as IPG or Klöckner. Lionstep has already received the prestigious StartUp Europe Award in the Social Innovation category in 2017. The recruiter is now represented in Zurich, Lausanne, Düsseldorf, Hamburg, Berlin, Munich and Singapore. From there, over 6,000 candidates have been placed with more than 500 clients to date. One reason for this, is that the recruiter is ten times cheaper than its competitors. Lionstep plans to continue on its successful path in the future and become the digital and reliable alternative in Europe when it comes to recruiting.

Partners:



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