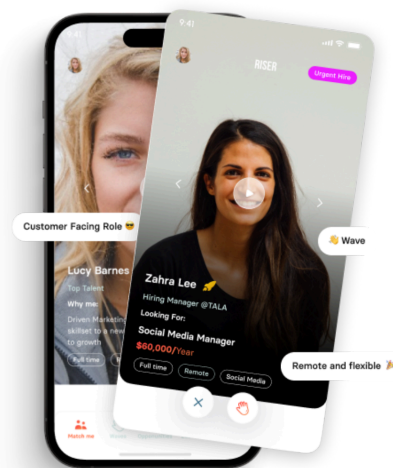


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## **Swipe to Land the Job of Your Dreams: RISER App Launches in Europe at Web Summit 2024**

*Lisbon, Portugal — October 2024 — As Web Summit 2024 kicks off in Lisbon, bringing together 70,000 tech enthusiasts, RISER is excited to announce it's official launch across European markets. With recruitment poised for a major transformation, RISER is set to solve industry-wide challenges by leveraging AI-powered video matchmaking between talent and employers, driving a personalized connectivity that has never been seen before.*



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### **Summary Highlights:**

- RISER launches in Europe at Web Summit 2024, offering exclusive features for attendees available only on the Apple Store.
  - A billion new internet users are expected by 2030 from 11 emerging markets, with RISER leading the future of AI-driven recruitment.[1]
  - Human Discovery AI technology allows both talent and hirers to "swipe" for the perfect match, revolutionizing the hiring process.
  - Female founded by Lamees Butt, former Salesforce employee and host of *Top 30 Careers* podcast *In Her Shoes*, with a board of advisers from Spotify, SAP, and Bumble.
  - Top companies such as Papier, Fix8, and Social Shepherd are early adopters of RISER, achieving a faster time-to-hire—just 2 weeks in one case study.
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### Exclusive Access for Web Summit Attendees

Available today on the Apple Store, RISER is offering Web Summit attendees exclusive access to features that are not yet available to the general public. This exciting launch offers early adopters a first-hand experience of how the app is reshaping the hiring process.

### The Future of Recruitment: Time to Say Goodbye to the CV



RISER's entry into the European market comes at a pivotal time. With a billion new internet users expected to come online by 2030 from 11 emerging markets, RISER is positioned to lead a global shift in digital recruitment. While the job market has evolved, traditional hiring practices haven't kept pace; the CV—often traced back to Renaissance figures like Leonardo da Vinci—no longer serves the needs of today's fast-paced, experience-driven workforce. RISER challenges the status quo with a video-first, swipe-based solution that allows talent and recruiters to discover, watch videos, and "swipe" to find their perfect match.

"The future of work looks different. With a new generation entering the workforce, it's time to rethink outdated processes that don't truly serve candidates or employers," said Lamees Butt, RISER's founder and CEO. "Recruitment should be as personalized and efficient as the rest of our digital lives. With RISER, we're not just connecting people with jobs – we're connecting them to the human behind the opportunity, fostering authentic connections that align with their skills, values, and goals."

## A Powerhouse Female-Led Team Driving the Revolution



RISER is proudly female-founded, by Lamees Butt, host of the acclaimed *Top 10 Careers* podcast *In Her Shoes*, and Suzanne Bannister, a seasoned expert in brand and experiential marketing. Together, they bring over 30 years of combined experience in AI, technology, and brand strategy. With a strong advisory board featuring industry leaders from Spotify, SAP, and Bumble, the RISER founding team is committed to revolutionizing recruitment through user-centric design and AI-powered matchmaking, transforming the hiring process for both talent and companies.

### **Industry Adoption on the Rise**

Leading companies like Papier, Fix8, and the award-winning agency Social Shepherd are among the first to adopt RISER's unique recruitment solution. Early results are already promising, with one case study showing that time-to-hire was reduced to just two weeks—an indicator of the platform's potential to drastically cut down the traditionally lengthy recruitment process.

### **About RISER**

RISER is an AI-powered video led career matchmaking app designed to connect talent with employers in a fast, personalized, and efficient manner. Inspired by the simplicity of swipe-based interaction, RISER ensures both job seekers and hirers can find their perfect match with ease. By leveraging cutting-edge AI, RISER is changing the way recruitment is done, offering a modern solution for an evolving job market.

**Media Contact:**

Suzanne Bannister

CCO

RISER

suz@riserapp.co

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[1] <https://media.bain.com/next-billion-internet-users/index.html>

[2] <https://hbr.org/2024/01/do-you-need-an-external-talent-cloud>

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