

netPolarity Launches MARS

CAMPBELL, Calif., October, 2011 -- Contingent staffing leader netPolarity announced the official launch of their newest service offering. Master Accreditation in Recruiting and Sourcing (MARS) is a comprehensive training program geared towards talent acquisition professionals.

Previously available only by special client request, MARS brings to the rest of the talent acquisition community netPolarity's training program which has been known to be one of the most intensive in the staffing industry.

"We've spent years developing the program, using real-world metrics to fine-tune, test, and validate the effectiveness of our sourcing methodologies." netPolarity President David Chuang said. "Bringing MARS to market was driven purely by demand from our clients. As domain experts in recruiting and sourcing, it makes perfect sense that we have clients coming to us to bring our staffing expertise into their internal teams. Making this training program widely available was not only the logical next step, it solidifies netPolarity's position as a leader in the staffing industry."

Spearheaded by netPolarity Training Manager Mark Tortorici, MARS has gained early traction among the recruiting and sourcing community, many of whom have gone through his training at companies such as Google, eBay, Facebook and Apple.

"The tech industry is experiencing a critical shortage of technical staffing professionals," Tortorici said. "We are in a unique position to not only train new professionals and bring them into the field to help fill that void, but also to improve and enhance the skills of any sourcer or recruiter who wants to take their understanding to the next level," he added. "I am proud to see that our past and future efforts in the field of recruiter and sourcer training make us an integral part of the staffing community."

ABOUT NETPOLARITY: Founded in 2000, netPolarity is a national full-service workforce solutions firm headquartered in Campbell, Calif. netPolarity provides contingent workforce services, temp-to-hire and direct hire staffing services, payrolling services and sourcer and recruiter training programs to Fortune 500 clients nationwide. netPolarity is known for its domain expertise in recruiting and sourcing and the presence of its workforce in some of the world's leading technology companies.

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