

FOR IMMEDIATE RELEASE

## **reachHIRE and Launch Academy Partner to Deliver Technical Training Curriculum for Women Returning to the Workforce**

*Launch Academy-led Coding and Programming Components Prepare Women for Today's Data-Driven Jobs; reachHIRE Helps Companies Source and Recruit Proven Talent*

**September 30, 2015 – Boston, MA and Research Triangle Park, NC** – Twelve million jobs in the United States requiring post-secondary education will go unfilled in the next decade. At the same time, more than 2.6M mothers with an undergraduate, masters or PhD degree are not working outside the home. Through a partnership announced today, [reachHIRE](#) is enriching its [PowerUp™](#) training and placement program with new [Launch Academy](#) curriculum to give professional women the technical skills and knowledge necessary to immediately contribute to today's data-driven jobs.

“Accomplished women are highly motivated to return to work and re-ignite their professional careers,” said Addie Swartz, CEO of reachHIRE. “It is critical for women to bring their skills closer to the dynamic jobs available in high-growth fields. More and more jobs have a technical component or require an understanding of technology. reachHIRE is partnering with Launch Academy, an acclaimed tech training organization, to give women the skills required to re-enter and succeed in today’s workforce.”

reachHIRE helps companies tap into a new talent pool: accomplished women seeking to return to professional jobs after a career break. The company sources, screens, trains, and places women in paid 4-6 month projects, which typically convert into longer assignments or permanent positions. This ground-breaking, integrated training and placement process helps women overcome resumé gaps while de-risking the hiring by companies. [Fidelity](#), [Panera](#), [EMC](#), [Putnam Investments](#), [Boston Scientific](#) and [Constant Contact](#) are among the companies working with reachHIRE.

### ***About the Launch Academy-led Curriculum***

Beginning October, 2015, reachHIRE will offer women in Boston and Research Triangle Park (RTP) customized technical immersion modules as part of its proven [PowerUp™](#) training and placement program. The Launch Academy-led segments will run concurrently in RTP and Boston and consist of live, hands-on training and collaborative online sessions designed to teach an understanding of coding and programming. reachHIRE will also offer Data Analytics and Project Management modules designed to give reachHIRE graduates exposure to the skills needed to conceptualize, manage and interact with data and enable a successful return to today’s workforce.

Launch Academy offers an alternative path to software development through an immersive 10-week program, taking eager learners with little to no coding experience and teaching them the skills needed to add value to a software development team. Students learn through a collaborative, challenge-based curriculum that encourages practical experimentation and teaches broad-based skills.

“reachHIRE and Launch Academy share a mission of providing the tools and resources needed to re-enter the workforce with up-to-date skills and renewed confidence,” said Launch Academy Co-founder Evan Charles. “reachHIRE is doing absolutely incredible work re-training women with the modern skills employers are demanding. reachHIRE’s resources, combined with Launch Academy’s proven software development education delivers a powerful combination for women returning to the workforce and employers looking to hire proven talent.”

For more information about enrolling in the reachHIRE PowerUp program with Launch Academy, please visit [reachHIRE.com/program/tech/](https://reachhire.com/program/tech/).

### **About Launch Academy**

Located in Boston, Launch Academy ([www.launchacademy.com](http://www.launchacademy.com)) is a premium service provider of non-traditional software developer education. Its flagship program, a 10-week coding intensive focusing on Full Stack development, has successfully trained hundreds of people to code. Launch Academy’s innovative approach has placed 96% of graduates in development roles at more than 150 different companies including HubSpot, Living Social, Fidelity Investments, and Everquote.

### **About reachHIRE**

reachHIRE helps companies tap into a new talent pool to meet hiring needs and diversity goals: exceptional women looking to successfully transition back to work after a voluntary career break. reachHIRE matches top female talent with leading companies using paid project assignments to re-insert strong female talent into mid-level management positions. reachHIRE provides participants with a comprehensive PowerUp™ career skills training and development program that culminates in a short-term paid work assignment. Learn more at [www.reachhire.com](http://www.reachhire.com)

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