

**Industry:**

Human Capital Technology

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First Analysis

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www.firstanalysis.com**First Analysis portfolio company Yello receives strategic growth investment**

CHICAGO – June 26, 2017 – First Analysis portfolio company Yello, the leading talent acquisition software company, recently closed a \$31 million series C funding round, led by new investor JMI Equity with participation from First Analysis, which first invested in 2014. Yello will use the new funds to accelerate the growth of its talent acquisition platform.

“The candidate experience should be at the forefront of every recruitment process,” said Jason Weingarten, co-founder and CEO of Yello. “Yello is pioneering change to humanize the candidate experience by enabling companies to provide unprecedented speed and transparency throughout the candidate journey. We are fortunate that preeminent companies continue to trust Yello to lead the way. First Analysis has been an incredible partner, helping us navigate over the past three years. We’ll continue to leverage their team for guidance as we enter this next stage of growth.”

First Analysis managing director Corey Greendale leads First Analysis’s extensive research and investment effort in the human capital technology space and sits on Yello’s board of directors. Greendale commented, “We look forward to helping Yello continue to build its leadership position in talent acquisition with this latest investment. It’s rewarding to be able to leverage our deep sector expertise with such a talented team.”

Yello’s platform allows organizations, including Fortune 500 companies and many high-growth businesses, to complete all recruitment marketing and operations activities with a single solution to attract, engage, and nurture top candidates. The product suite, which includes Talent Relationship Management, Interview Scheduling, Campus Recruiting, Event Management, Evaluation Management, Video Interviewing, Mobile Apps, and Referrals, converts candidates to employees while providing insights and metrics to optimize recruiting operations. Yello’s talent acquisition software can be leveraged on a standalone basis or seamlessly integrated with customers’ existing human resources information system and applicant tracking system to manage the full candidate lifecycle and eliminate gaps in the recruitment process.

Dan Bartfield, co-founder and president of Yello added, “This investment is a big win for Yello clients, our incredible employees, and the city of Chicago. We will create many new jobs throughout the organization to further support and champion the success of our clients as they work to hire the best talent for their organizations.”

About Yello

Yello enables companies to humanize the candidate experience. Yello’s talent acquisition platform empowers recruiting departments to provide unprecedented speed and transparency throughout the candidate journey. Founded in 2008, Yello supports hundreds of organizations globally by serving as a key strategic partner in optimizing their recruiting operations and talent relationship management. For more information please visit yello.co.

About First Analysis

[First Analysis](#) has one of the longest records (30+ years) in venture capital investing and has invested more than \$750 million across 12 funds in three fund families. First Analysis uses its integrative research process to uncover and leverage the best opportunities in emerging high-growth segments in technology and healthcare for the benefit of the investors and growth companies it serves, as well as our broader society and environment. Integrative research draws heavily on our relationships with private companies and unifies naturally divergent perspectives, capabilities, skillsets, and relationships, yielding a deep, comprehensive understanding of each segment's near-term and long-term potential. First Analysis helps established companies become profitable leaders in large markets, funding growth plans and working closely with management in areas including strategy, recruitment, sales and marketing, and corporate development. Its flexible approach targets investing \$3-10 million as lead investor or as a syndicate partner, bringing valuable perspective.