

Mom Corps Expands Opening a Franchise in Atlanta

*Offering flexible career alternatives during these turbulent economic times,
Mom Corps has franchised in North Atlanta*

Atlanta, GA ([PRWEB](#)) June 17, 2009 -- As jobless rates soar across the country, Mom Corps, a premier staffing solution company, is expanding and has opened a franchise in North Atlanta, covering the Perimeter, Buckhead and Midtown areas.

Nicole Siokis is the new Regional Owner of Mom Corps North Atlanta. Siokis says Mom Corps will continue to provide area companies the option of hiring "on-demand" talent to meet their ever-changing business needs and Atlanta professionals more alternatives in finding flexible work opportunities.

Mom Corps, whose corporate office is headquartered in Atlanta, provides companies direct access to top-tier experienced talent, ready to work on an as needed basis. While enabling professionals to engage in challenging work in their fields, they are also afforded the flexibility for their personal needs and responsibilities. With the launch of its franchise arm, Mom Corps is tapping into an ever growing pool of experienced, educated professionals seeking flexible, career alternatives.

"There is a huge pool of talented professionals in North Atlanta who are available and eager to work, but have not been able to find a flexible work solution. These professionals are not on the traditional job market search," said Siokis. "There are such a variety of businesses and organizations who are working to cut costs that can benefit from this type of "on-demand" talent. Mom Corps is the answer."

"We are excited to take our business to the next level and continue our growth through the development of our new franchise program in North Atlanta," said Mom Corps CEO and founder, Allison O'Kelly. "Franchising is a recruitment strategy to attract motivated, invested business owners to Mom Corps and provide them with flexibility in turn."

The launch of Mom Corps' franchises is also timely considering the predicted increase in demand for temporary staffing services this year and in the future. "Uncertainty in the economy is making firms reluctant to hire permanent employees," said Robert T. Sumichrast, dean of the Terry College of Business at The University of Georgia. "That adds to the demand for temporary and part-time positions, and companies are increasingly relying on these staffing firms."

"Mom Corps is a progressive company, what we are doing today is going to become commonplace in the future, that's why I feel so fortunate to be involved in this cutting edge movement," says Siokis.

Prior to Mom Corps, Nicole worked with Bell Oaks Executive Search in Atlanta and was responsible for developing strategic relations with senior business leaders to design and implement talent strategy. Siokis began her professional career in the Army's Signal Corps as an officer supporting United Nations troops during the United States' presence in Somalia. After a career with the military, she spent nine years at BellSouth Corporation in the positions of Small Business Marketing Director and Director of International Carrier Relations.

Mom Corps, founded in July 2005, provides professionals with tools and information to evaluate their career choices as they seek non-traditional employment. In just four years, Mom Corps' roster has grown to more than 35,000 candidates nationwide seeking flexible work schedules, and its client base has expanded to several hundred companies, including Fortune 500 firms. Despite current economic conditions, O'Kelly expects both to double in 2010 through regular business initiatives and the franchise arm.

The North Atlanta franchise allows Mom Corps to expand its outreach. Each franchise receives access to the company's web site, database, proprietary systems, methods, training and recruiting tools.

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