

Mom Corps Expands Opening a Franchise in Miami

*Offering flexible career alternatives during these turbulent economic times,
Mom Corps has opened in Miami*

Miami, Florida ([PRWEB](#)) June 17, 2009 -- As jobless rates soar across the country, Mom Corps, a premier staffing solution company, is expanding and opening a franchise in Miami.

Dixie McDaniel de Andrade is the new Regional Owner of Mom Corps Miami. Andrade says Mom Corps will provide Miami area professionals more alternatives in finding flexible work opportunities and area companies the option of hiring "on-demand" talent to meet their-changing business needs.

Mom Corps provides companies direct access to top-tier experienced talent ready to work on an as needed basis, an option that meets the demands of many businesses' cycles. 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 franchising, Mom Corps is tapping into an ever growing pool of experienced, educated professionals seeking flexible, career alternatives.

"Mom Corps' idea is such a wonderful niche market that is previously untapped in the Miami area," said Andrade, "so bringing the staffing idea to my city was a natural fit for me as I am a Mom and do think that flexible work lets you balance it all."

Prior to Mom Corps, Andrade owned an international consulting firm. She worked with many diverse multicultural companies in training development, project development, and conference management. She worked with governments, as well as public and non profits organizations in the US, Africa, Latin America and the Caribbean.

"We are excited to take our business to the next level and continue our growth through the development of our new franchise program in Miami," says Mom Corps CEO and founder, Allison O'Kelly. "Franchising is a recruitment strategy to attract motivated, invested employees 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 excited to be involved in this cutting edge movement," says Andrade.

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.

Andrade has vast experience in developing training programs, coordinating and planning training events, and working with government leaders in foreign countries to identify training requirements and evaluate providers and outcomes. Andrade graduated with a B.A. from Mercer University in Macon, GA and a M.A. in International Communication from the American University in Washington, D.C. She studied Latin American culture by residing and working in Costa Rica and Ecuador. Dixie and her husband, Eduardo, have 14 month old twin sons.

The Miami 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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