



As the recession continues to hit many families close to home, more and more professional women who left the industry to stay home with their children are starting to go back to work. In the past that would mean finding an office job and daycare but not now.

By allowing moms to seek the flexible work they require, companies are able to tap into a previously ignored professional workforce: the professional mom. She might have gone to college or she might have had years of work experience under her belt before she left the workforce, but they all have the experience companies are looking for.

When Allison O'Kelly was a new mom, she found it increasingly difficult to balance family time with her job, which was not very flexible. That frustration turned into [Mom Corps](#). Since it launched in 2004, her company has come a long way. Just this year Mom Corps has opened up yet another opportunity for women, in franchising.

Tell us a little about Mom Corps.

Mom Corps is a premier staffing solution. We provide companies direct access to top-tier experienced talent ready to work on an as needed basis to meet the demands of their business cycles. We enable professionals to engage in challenging work in their respective fields, while simultaneously having the flexibility they need for their personal needs and responsibilities. To put it simply: we find jobs for people looking for flexibility and we find companies great, on-demand talent.

When was your business founded?

July 2004



What was your inspiration?

I was a new mother and really struggling at work because I did not have flexibility. I had a sick child and I really needed to be available for him when he (or his day care) needed me. I became very frustrated and went to contract on my own. I was so happy with my situation (and so were

my clients) that I wanted to make this possible for all moms.

What are the services provided by Mom Corps?

Temporary Placement, Permanent Placement, Online Job Posting Board, Resume Review, and Candidate Workshops.

How does a business/candidate sign up? What are your requirements?

A candidate simply register at www.momcorps.com. Anyone can register and it's free for candidates.

You've recently started taking candidates for your franchise opportunity. What are you looking for in a candidate?

Yes, we have launched our first three in Atlanta, Philadelphia and Miami. We plan on growing across the country in the next 1-2 years. We look for candidates to have a combination of Staffing Experience, Sales/Business Development experience and a large local network.

For those interested, how can you be reached for more information?

They can visit <http://www.momcorps.com/franchising/> to learn more about the program and can contact us there.

When you started Mom Corps, did you ever expect it to reach this point?

I did actually. There is such a need on both sides (candidates and clients) to match up this previously untapped pool of talent with companies that need them. It is a myth that all of the moms who stay home want to. Some do, and that's great, but many feel that there are no options available. Companies are always looking for great talent. I knew that the possibilities were endless!

Do you have any advice that you'd like to share with other entrepreneurs hoping to start franchising their own business?

Franchising is all about a brand and a system. I'd make sure that you build a quality brand first. Then make sure you document how you do your business so that others can replicate. Once you have those two items down, you will be ready to go!

In [Biz Ops](#), [Fundraising](#), [Interviews](#), [Moms](#) | [0 Comments](#)

Related Posts

- [Headhunter Mom Corps Helps Moms Find Jobs](#)
- [Peace Corps Alums Share Entrepreneurship Tips](#)
- [Consulting For Mompreneurs and Work-At-Home Opportunities For Moms](#)
- [Working Moms and Little Helpers Helps Moms Work At Home](#)
- [Tapping Into The Mommy Market](#)
- [Work At Home Mothers Can Have It All](#)
- [Firms Help Employers, Work At Home Moms](#)
- [Real Moms, Real World](#)
- [Stay-At-Home Turned Mompreneur Success Stories](#)
- [Alpine Access Helps Moms Find Work From Home](#)

Comments

No comments yet.

Leave a Reply

Name (required)

Mail (required)

Website

Notify me of followup comments via e-mail

[« Previous Post](#)

[Next Post »](#)

Search