

Mom Corps Expands Opening a Franchise in Philadelphia

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

Philadelphia, PA (PRWEB) June 15, 2009 -- As jobless rates soar across the country, Mom Corps, a premier staffing solution company, is expanding and opening a franchise in Philadelphia.

Nicole Torsella Harris is the new Regional Owner of Mom Corps Philadelphia. Harris says Mom Corps will provide Philadelphia professionals more alternatives in finding flexible work opportunities and area companies the option of hiring "on-demand" talent to meet their ever-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.

"There is a huge pool of talented professionals in Philadelphia who are available and eager to work, but have not been able to find a flexible work solution or are not on the traditional job market. 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, and there is no other organization that promotes this alternative in our area."

Harris, who spent nine years working for a corporate recruiting firm, loved the work but found with three young children, she was always making compromises. Wanting to find more balance in her life, she made the decision to open the Philadelphia office of 'Mom Corps.

"We are excited to take our business to the next level and continue our growth through the development of our new franchise program in Philadelphia," 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 Harris.

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.

Prior to Mom Corps, Nicole spent nine years with Diversified Search, the national retained executive search firm, first as a Senior Associate and then Vice President. While there, she served as a recruitment specialist for a broad range of clients including those in life sciences, financial services, not-for-profit, university, private equity, manufacturing and the healthcare sectors. She has a B.S. in sociology from Boston University.

The Philadelphia 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.

Find more information on Mom Corps in Philadelphia, contact Nicole Harris at 888-438-8122 #212 or ntharris@momcorps.com.

For media inquiries or to learn more about franchising contact Nanette Noffsinger at nanette@burkehollowmedia.com

###