



## **FOR IMMEDIATE RELEASE**

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**Treeline, Inc. launches DADOMATCH 2.0 - the next generation of its unique job search platform**  
*Sales candidates create dynamic social resumes to avoid getting overlooked on monstrous job boards*

**Wakefield, Massachusetts: August 8, 2011:** Treeline, Inc. today announced the launch of DADOMATCH 2.0, a new and improved version of its web-based search platform that matches talented Sales candidates to Hiring Managers key hiring criterion.

DADOMATCH 2.0 enables Job Seekers to search and apply for jobs in an effective, organized, and efficient manner while standing out among other Job Seekers vying for the same sales opportunities. DADOMATCH members can easily search Treeline's job database and apply for sales opportunities.

Job Seekers join the private DADOMATCH community and create a social resume by going to [www.DADOMATCH.com](http://www.DADOMATCH.com). They simply upload a current resume and answer a couple of sales oriented questions. A candidate can also include a profile picture and short video in their DADOMATCH social resume.

DADOMATCH makes a candidate's job search more manageable with its email tracking capability and one-stop job search functionality. They have the ability to email their confidential DADOMATCH social resume to any Hiring Manager and include a cover letter.

DADOMATCH presents a Hiring Manager with a candidate's quota performance, earnings, average sales cycle and contract value information. DADOMATCH also provides other sales-specific criteria and deterministic characteristics that reflect alignment with each company's specific type of product/solution and type of sale. This level of granularity is at the heart of DADOMATCH's automated search science that maps talented candidates to employers' key criteria.

This information empowers Hiring Managers to identify a short-list of talented and relevant candidates, and ultimately make an impactful hire, faster. Hiring Managers receive more than just a candidates' resume. DADOMATCH leverages social media and technology to capture and present meaningful sales-specific information.

"DADOMATCH 2.0 provides tools that help Hiring Managers and Sales candidates manage the job search process in new ways simply not possible with traditional job boards and search sites," said Christopher Simone, Vice President at Treeline. "Optionally, Sales-focused Treeline Recruiters are available to add critical knowledge and experience to help affect each search thereby completing the knowledge powered and technology enabled social recruiting service for the 21<sup>st</sup> century. "

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### **About Treeline, Inc.**

Treeline, Inc. is the nation's premier executive search firm focused exclusively on sales. Treeline is also the developer of DADOMATCH – a unique social recruiting platform. In 2008, Treeline was named as one of Inc. Magazine's Top 5000 Fastest Growing Private Companies (686) in the nation and among New England's Top 25 (23) Fastest Growing Private Companies. Also in 2008, Treeline Founder and Managing Partner Daniel S. Fantasia received the American Business Award for Best Executive and the firm was named as the region's Best Place to Work by the Boston Business Journal. To learn more about Treeline, Inc. call 781-876-8100 or visit [www.treeline-inc.com](http://www.treeline-inc.com).