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43North winner Plum, Performance Management Partners announce partnership to advance next generation talent management

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Companies will co-host March 24 event to discuss the future of workforce development

2015 [43North](#) Winner Plum and talent management and human resource consulting firm Performance Management Partners Inc. have announced a partnership to help employers enter the next generation of talent management. The collaboration combines PMP's decades-long talent management expertise with Plum's award-winning Cloud software solution.

"Finding the best hire continues to be a tremendous challenge across any industry," said Caitlin MacGregor, co-founder and CEO of Plum. "This partnership with Performance Management Partners represents an exciting union of industry expertise and next-generation software to empower employers with unprecedented insights and tools, while instilling even greater confidence for them to navigate the candidate vetting process and identify the right hires for every role."

"PMP believes in investing in our community and supporting the growth of local business through innovative value add," said Sharon Randaccio, president and CEO of PMP. "Our partnership with Plum will shift the paradigm of yesterday's hiring process."

To coincide with the new partnership, the companies will co-host an event from 8-10 a.m. Thursday, March 24, at Buffalo's [HARBORCENTER Marriott](#) to discuss hiring strategies used by today's leading companies, and share perspective on how to solve the industry's current challenges. Attendees will have the opportunity to:

- Speak with representatives from 43North and BAK USA to understand how they have improved their hiring process;
- Hear industry insights as to why the hiring process is failing and what can be done;
- Network with other professionals on tips and tricks for the hiring process; and
- Receive key information from employment lawyers Phillips Lytle LLP.

The event is open to industry professionals and the general public. To register online, visit the [event website](#).

"Plum is making a meaningful, positive impact in the workforce development field and we are proud to have such an innovative company as one of our 43North winners," said John Gavigan, executive director of 43North. "The partnership with Performance Management Partners also embodies the type of collaboration that we encourage between members of the Buffalo community and our winning companies."

In 2015, Plum was a prizewinning company in 43North - the \$5 million start-up competition. Part of the Gov. Andrew Cuomo's "Buffalo Billion" initiative, the competition operates through \$6 million in support from the New York Power Authority and \$1 million from Empire State Development.

For a full list of sponsors and more information about 43North, visit 43north.org.

For more information on Plum, visit plum.io.

For more information on Performance Management Partners Inc., visit performancepros.net.