

Combined core competences in the sports industry: SGI Europe and Sportyjob start cooperation

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Sportyjob, the online job platform for the sports industry, and Sporting Goods Intelligence Europe, the leading publication and information platform for executives in the sports industry, are joining forces..

Companies and brands will be able to post their job vacancies on jobs.sgieurope.com, which will be simultaneously distributed via sportyjob.com and its partner network reaching +100.000 candidates in the sports industry. Conversely, Sportyjob customers will now also reach the high-profile, international audience of decision makers from SGI Europe.

According to Andy Gugenheimer, CEO of Sportyjob, the advantage lies in the combination of the information-related core competencies of both partners: "The joint offer of SGI Europe and Sportyjob is a natural extension of the first-class services offered by the two leading players in their respective fields. It will provide faster and easier access to the job market and industry news for companies and job seekers alike".

With this cooperation, SGI Europe, part of EDM Publications, is expanding its existing product portfolio, which provides sports industry executives with insights, data and analysis about the international sporting goods market. EDM's collaboration with Sportyjob now adds a recruiting service to help sports companies effectively find high-profile employees.

For Sportyjob, SGI Europe is a strong partner to expand their existing reach in an intelligent way. Since 2008, Sportyjob, a subsidiary of the leading sports headhunting agency AG Sport Consulting, has been active as a career portal specialised in the European sports industry. In addition to the job board, Sportyjob acts as an information platform with industry insights, company and university profiles, as well as exciting interviews and articles on careers in sports. As part of the cooperation, Sportyjob will also integrate a news feed from SGI on its website.