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Werkadoo Selects Loughlin/Michaels Group to Drive New Online Workplace for Matching Businesses and Professionals

LMGPR to Use Proven SysCom™ Approach to Drive Adoption and Awareness of Werkadoo Service

SUNNYVALE, Calif.--(BUSINESS WIRE)--The [Loughlin/Michaels Group](#) (LMGPR), an award winning public relations agency, today announced it has been selected as the agency of record for [Werkadoo](#), an emerging online workplace for businesses and contracting professionals. LMGPR was chosen by Werkadoo for the agency's market knowledge and proven SysCom™ approach which addresses three key components: Over-the-Horizon (OTH) Planning, the agency's Social Media Communications module and Strategic Story Engine.

The current economy has a very high unemployment rate and as a result, unemployed professionals have turned to social media, job boards and word-of-mouth to search for temporary and contract work. These options may work in searching for opportunities but don't provide precise matching capabilities. Unlike these resources, Werkadoo is designed to match the best-fit contract professionals or teams with businesses that need on-demand talent based on their resume and skills as well as work compatibility traits.

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“Werkadoo is changing the landscape of the workplace and we are excited to be part of their team,” said Donna Michaels, founder and president of the Loughlin/Michaels Group. “Our SysCom™ approach is designed to quickly yield exceptional results – often two-to-three times more than traditional approaches and shifts the fundamental underpinnings of the practice and discipline of corporate public relations and marketing.”

LMGPR's three-pronged SysCom™ approach is designed to drive public relations and marketing activities, brand and position the company and enhance business developments. The SysCom™ approach fosters the creation of strategic partnerships and new product development as well as being able to support sales growth of aspiring companies like Werkadoo.

“Werkadoo is revolutionizing the professional workforce. We are providing a one-stop online workplace community bringing professionals, staffing firms, project managers and businesses together to facilitate perfect matching,” said Bridgette Penel, co-founder and CEO of Werkadoo. “We are excited to work with the Loughlin/Michaels Group based on their proven portfolio, media knowledge and tenacity.”

For a complete portfolio of services, visit LMGPR's website located [here](#).

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About Werkadoo

Werkadoo empowers the flexible workforce by connecting the best-fit contract professional with businesses that need on-demand talent based on their resume and skills as well as work compatibility traits. People often refer to us as 'eHarmony for

Businesses' because we match our professionals to businesses, helping to save time, money, and reducing risk in the hiring process. For more information, please visit www.werkadoo.com.

About the Loughlin/Michaels Group

The Loughlin/Michaels Group, established 2002, is an award-winning public relations agency specializing in strategic communications that deliver results. The firm has a proven track record of success working with companies at all stages of development, from start up to category leadership. Its proprietary Systematic Communications (SysCom™) approach combines the art and science of influence to quickly yield exceptional results. Through a team of seasoned public relations professionals, the firm offers a full range of PR and social media services with a hands-on approach. The Loughlin/Michaels Group services North America and has strategic partners in Europe, the Middle East and Asia Pacific. More information at www.lmgpr.com.

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