

Industry Doyens Invest in Shazamme: High Growth HR Tech Start Up



New South Wales, Sydney, Oct 11, 2021 ([Issuewire.com](https://www.issuewire.com)) - Industry Doyens Invest in Shazamme: High Growth HR Tech Start-Up

Shazamme, an Australian-based Recruitment Marketing Platform, has announced a new round of Series A funding of \$1M. Before announcing this round, John Wilson and Robert Blanche, one of Shazamme's early customers, have provided support through a tranche of seed investment.

Nicole Clarke, Co-Founder, and Chief Sales and Marketing Officer, said, "John and Robert's industry experience and experience in investing in industry technology companies will add tremendous value in attracting new clients. It is also a great endorsement of our team and product that one of our early customers would invest in us."

"Shazamme demonstrated to us as one of their early customers their ability to deliver a high quality fully integrated recruitment website, which allows us greater speed and flexibility than what is currently on offer," says John Wilson, CEO at Bayside. "When Nicole and Rick mentioned Shazamme were raising capital it was an obvious decision to invest in such an exciting future, in a market we understand and an ability to add tremendous value."

"John and Robert's investment enables Shazamme to launch its broader investment campaign more strategically, whilst still allowing the company to continue growing. Their knowledge, experience, and insights will be invaluable to the team. We are very excited to have them on board." says Rick Maré, Co-Founder & CEO at Shazamme. "The additional time will allow the company to seek the right investors and enable the company to expand strategically."

The Series A round will provide a platform for a broader Capital Raise of \$1M using various investment platforms such as Kapvista and the Crowd Source funding platform Birchal, whilst still allowing the company to grow at an impressive double-digit monthly rate.

Since its Beta launch in January and a full launch in May, Shazamme now has over 100 customers in Australia, New Zealand, Hong Kong, the USA, and the UK.

About Shazamme: Shazamme is the first SAAS of its type, providing a unified SaaS platform for recruiters and HR Teams to grow their digital brand. Launched in January 2021

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