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INTERNET ENTREPRENEUR TO LAUNCH WEB SITE TO REVOLUTIONISE CAREERS MARKET

Internet entrepreneur and old boy Adam Mitcheson returned to St. Ambrose College to give future job seekers the inside track on his new social media site designed to revolutionise the careers market.

Adam, 29, gave up his career in banking to focus on his my2be interactive web site which launches next week from offices allocated to the Entrepreneurial Spark Accelerator Programme in Spinningfields.



He said: “My vision is to revolutionise both job seeking and recruitment by helping people understand the steps required to go from where they are to where they want to be in their career no matter what stage they are currently at by connecting with those who have already been there and done it and to see what steps they took.

He added: “Connecting those who are looking for jobs, mapping their career, or looking for a change to existing professionals and potential employers, who can offer advice and mentor the perspective candidate.

Adam said: “The object is to sign up students, businesses and professionals who want to advance their career but are also able to give other users advice. This allows the advisee to understand the steps they need to take but gives the advisor or the business the opportunity to mentor the next generation of their company and secure staff that actually want to work for them. This applies to the full spectrum of the employment market, whether in scientific research, city life, sales and marketing, procurement, education, simply anything.”

“Anyone can sign up to offer advice and profile the opportunities they might have and anyone seeking a job or guidance can sign up to search for the opportunities on offer and get guidance from those with more experience, whether they are seasoned professionals nearing the end of the careers or younger people who have recently gone through the same process and know the pitfalls.”

Adam added: “It allows more senior professionals to give something back and fulfil their corporate social responsibilities and it gives young people an insider's perspective.”



Adam, who is Chairman of the St. Ambrose Old Boys' Association, said: “I had the idea when I was looking to further my own career but didn't know how to go from A to B until, through a Mentor I had the opportunity to speak to someone in the area I was looking at. I had my answers in five minutes from one conversation, which I couldn't find in months of searching internally, online, or externally via things like LinkedIn. This produced the 'lightbulb moment' to create an online resource where others could do the same”

He added: “I loved my time at St. Ambrose, am delighted to be involved with the college again and even more pleased they have signed up to the new system.”

St. Ambrose College Deputy Headmaster Matthew Arthur said: “Like all great ideas, my2be has a wonderful simplicity and clarity and both as employers ourselves and with a readymade army of young people thinking about their futures, we can see the fantastic potential.”

Adam is pictured with Jack Waywell 17 who is hoping to go into city life; Sean Donnelly, 17, who wants to work in Science and Jack Griffin Stockport, 17, who's looking at a career in physiotherapy or medicine.