

((sirenum))

Company Background

Information Sheet

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Founded in 2013, Sirenum has established itself as the leading provider of cloud-based technology to the temporary staffing industry.

History

CEO and Founder Benjamin Rubin, a veteran of the temporary staffing industry, was inspired to create Sirenum in 2012 when the agency where he was Managing Director was invited to bid for the provision of staff to the London Olympic Games.

Up against industry giants, they were faced with what appeared to be an insurmountable challenge. So Benjamin decided to overhaul how he managed his staff, realising that a new way of using technology was the key. So despite a miniscule IT budget, especially as compared with those global agencies, Benjamin and his team built a vision for technology and process that totally shifted the way staff would be managed on-site. The selection committee was impressed and the agency actually beat out the giants. But they were even more impressed when the team achieved over 99.2% shift coverage in one of the most complex and highly regulated work environments around! After that success, Benjamin decided that the technology could be leveraged by his clients and even competition and set about building what would become Sirenum.

Sirenum spent its first year building a minimally viable product. The second was focused on refining its product-market fit with beta customers across multiple industries. Based on that experience, it was clear that the opportunity to help the temporary staffing industry was significant. Since late 2015, the company has steadily built a roster of clients, partners, and employees that are among the leading names in the staffing industry.

Sirenum prides itself on the depth of experience and expertise on its team in both the staffing industry and the workforce management software industry. With more than 150 years of combined experience, the Sirenum executive team is the most robust in the industry. At Sirenum, the worker is at the heart of everything we do, and our company culture is just as important as the products we build.

Key Facts

Number of Employees: 36 (as of Dec 2019)

Founding: October 2013

Headquarters: London, UK

Founder: Benjamin Rubin, CEO

Co-Founders: Ben Hizak, Advisor; Joshua Pines, Director of Marketing and Corporate Development

Executive Team

Benjamin Rubin

Simon Arazi, Director of Product Management

King Cheung, Sales Director

Nick Gibson, Director of Services

Joshua Pines

Hagai Shatz, R&D Director

Key Clients: Randstad, Manpower, Impellam, TES