

Arctic Shores appoints Adam Hale as new Chair as it targets diversity & inclusion for 2m candidates

Appointment follows granting of Future Fund Investment

LONDON, UK, 29/07/2020 - Leading behaviour-based assessment provider [Arctic Shores](#) has appointed industry veteran Adam Hale as the company's new Chair.

Formerly CEO of HR tech scale-up Fairsail (later Sage People post-acquisition), Hale brings renewed credibility, authority and drive to a company uniquely positioned to capitalise as economies worldwide target fast returns to growth. Adam's other roles include Chairman of ScaleUp Institute, board member of Unit4, advisor to e-days and a member of the ScaleUp Group.

"I'm delighted to come aboard with Robert, Safe and the team to help Arctic Shores overhaul an industry crying out for innovation. Companies today are desperate for tools to improve diversity and reduce bias while at the same time giving a great candidate experience. I firmly believe we're looking at the future of assessment." Adam Hale.

CEO Robert Newry said: "We're excited to have someone of Adam's pedigree and experience join as Chair of Arctic Shores. He knows the HR Tech space, he knows how to create a successful scale-up SaaS business, and above all he is passionate about challenging the *status quo*. His appointment puts us in the best possible position to disrupt the industry and refocus recruitment to potential and capability instead of skills and experience."

Hale's appointment is announced just weeks after the company received total funding of £580,000, including investment from the UK Government's Future Fund, rubber-stamping Arctic Shores' status as a ground-breaking British innovator.

The funding will be directed towards furthering the company's mission: to give candidates of all backgrounds a fair, unbiased opportunity to demonstrate their full potential to employers. Through its next-generation psychometric tests, the company hit one million candidate assessments in January and is now targeting two million candidates by the end of 2020.

Maria Wagner, Investment Director at Beringea, commented: "Arctic Shores solves a substantial pain point for companies, particularly in the current environment: it helps them assess candidates remotely and remove unconscious bias from their recruitment process. The backing of the Future Fund is important recognition of this mission. Adam will provide essential scaling expertise from his Fairsail experience as we look to deliver on our ambitious plans for Arctic Shores."

ABOUT ARCTIC SHORES

Arctic Shores creates award-winning technologies that help companies make better people choices, and people better career choices. Since starting up in 2014, its pioneering behaviour-based assessments have improved diversity, reduced time-to-hire and recruitment costs at hundreds of organisations. Current clients include PwC, Siemens and the Ministry of Justice. Arctic Shores has also provided a unique, stress-free and unbiased experience to over one million candidates.

Co-headquartered in Manchester and London, with further offices in Cologne and Singapore, Arctic Shores now employs over 70 people globally. It continues to grow rapidly following a \$5.5m, September 2019 funding round led by Beringea. Existing investors also include Candy Ventures.

The company is a member of the Tech Nation's Upscale 2020 programme comprising just 30 of the UK's most promising tech companies and has previously been featured in articles by the BBC, The Guardian and The Times. For more information on Arctic Shores, please visit <https://www.arcticshores.com>.

ABOUT BEHAVIOUR-BASED ASSESSMENTS: These are pre-hire assessments designed to capture work-relevant natural behaviours. They substitute stressful, easy-to-fake questionnaires for interactive, mobile-friendly tasks, ensuring better candidate engagement and richer, more authentic data. Ultimately, they help employers more accurately *predict* the right hires for them, saving time, costs and effort.

ABOUT UPSCALE (TECH NATION): Upscale is a 6-month growth programme delivered by Tech Nation, designed to accelerate the growth of 30 of the UK's most promising tech companies and support leadership teams in unlocking the key to scaling successfully. Based on values of honesty, intimacy and trust, the curated programme reflects a companies' scaling journey, with sessions exploring fundamental growth challenges with peers and expert scale coaches who have been through it all. Programme alumni include leading UK tech companies, including Monzo, Bulb, Bloom & Wild and Improbable.

ABOUT BERINGEA: Beringea is a transatlantic venture capital investor that seeks to create lasting success for rapidly scaling entrepreneurial companies. It currently manages over \$600m in funds and more than 60 portfolio companies across the U.K., Europe and North America. With offices in London, Manchester and Detroit, it provides patient capital and a global footprint to back founders throughout their journey, helping them overcome barriers to scale and build international success stories. www.beringea.com.

ABOUT CANDY VENTURES: Candy Ventures is a multi-stage investment firm funded by British entrepreneur Nick Candy. The company backs outstanding entrepreneurs and founders with global ambitions and the ability to build transformational products for people and businesses. The portfolio includes companies in the fintech, deep tech and augmented reality space, as well as consumer and sports, biotech, sustainability, and natural resources.

www.candyventures.lu