

# BLENDOR

2016 Nominet Trust 100 Winner

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2016

## A JOB-MATCHING APP THAT PREVENTS GENDER AND RACIAL DISCRIMINATION

Project URL: <http://www.blendoor.com/>

Project Twitter: [@blendoor](https://twitter.com/blendoor)

- Economic Empowerment
- Social Exclusion
- Internet
- Mobile

Stephanie Lampkin started coding aged 13, has an engineering degree from Stanford, an MBA from MIT, and five years' experience as technical account manager at Microsoft. When she applied for a computer science job at a large tech company, she thought her chances were good. That wasn't the case – her would-be employers told her that she was not 'technical enough' and suggested a sales role instead.

While the use of technology has levelled access in many areas, hiring stats at tech companies tell a different story. Only 10% of tech jobs at Twitter and 17% of jobs at Microsoft were held by women or under-represented minorities in 2015. Studies have shown that two identical resumes with only a name difference between 'Joe' and 'Jose' can yield a 100% difference in the response rate.

Instead of settling for a job in sales, Lampkin developed Blendoor – a race, age and gender-blind app that matches employers with job applicants based on education and skills. The app has a Tinder-like format, where users upload their work and education history as well as job preferences, and both recruiters and job seekers swipe left and right until there's a match. Names are hidden, so recruiters can't be prejudiced – even subconsciously – by the user's ethnicity or gender. Once a candidate and recruiter indicate mutual interest, they schedule a phone screening.

So far, more than 5,000 people have signed up, and the platform is being used by recruiters at Twitter, Airbnb, Facebook, Microsoft, Google and Intel. Lampkin says that it's not just the applicants who benefit. "We don't want to be considered a diversity app. Our branding is about just helping companies find the best talent period." Find out more at [www.blendoor.com](http://www.blendoor.com)

*Image courtesy of Anne Worner*

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