

PRESS RELEASE

A headline that hooks the reader

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Aspiring Minds Launches First-of-its-Kind Interactive Map To Help Close US Jobs-Skills Gap

A first sentence that answers the who, what, when, where, and why

US Skill Map shows job seekers, employers and institutions what qualifications are most-needed and highest-paid, nationally and by state

A quote that explains why and how

REDWOOD CITY, California, June 14, 2016: Aspiring Minds, the global leader in employability assessments, today launched the U.S. Skill Map (http://www.aspiringminds.com/skill_map_skill_view) – a first-of-its-kind, free, interactive platform that links job qualifications to job vacancies and compensation.

“The U.S. Skill Map fills a huge information gap between job openings and qualified candidates,” said Varun Aggarwal (<http://www.aspiringminds.com/about-us/the-team/varun-aggarwal>), co-founder and chief technical officer of Aspiring Minds.

“Continually refreshed with new data, it connects the dots from supply to real-time demand for particular competencies. The map shows which qualifications are most-required and command the highest salaries, both nationwide and in each state.”

Despite 5.8 million open positions in the U.S., only 5.1 million people were hired in May, according to the U.S. Department of Labor.

Statistics show why it's important

The U.S. Skill Map meets the needs of three groups:

- Job seekers, who struggle to understand which skills are in highest demand, and where, and which career paths are most profitable
- Employers, who have trouble finding qualified candidates
- Higher education institutions, which can use guidance in preparing students

Adds credibility

To develop the map, Aspiring Minds analyzed more than 4 million job openings and matched them with some 200 job skill sets, spanning cognitive and soft skills across hundreds of industries. This was done for the U.S. overall and by state.

Provides useful information

Among key insights:

- The most sought-after skills and traits nationwide are research, analytics and teamwork. Sociability, as well as calmness under pressure, also are highly valued.
- The most lucrative specialties in the U.S. are medicine, followed by architecture, software engineering, computer science and energy engineering.
- Software engineering and analytical skills are in highest demand and earn the highest pay in East and West Coast technology hubs.
- Data scientists are most likely to find appropriate work in California, while New York is the best place to locate a finance job.