

# MEDIA KIT



AI-POWERED BLUE COLLAR RECRUITMENT SOLUTIONS

# WHITERAIL AI

 <https://whiterail.ai/>

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# COMPANY OVERVIEW

Whiterail AI is an innovative technology solution designed to address the unique challenges of hiring skilled blue-collar labor for service companies.

The platform revolutionizes the traditional recruitment process by bypassing online job boards, leveraging geofenced advertising, and integrating AI-driven vetting and scheduling systems.

This approach ensures that companies connect directly with highly skilled candidates, many of whom are already employed but open to new opportunities.



## FOUNDERS' BIOS

### DAVID OSTROV

David holds an engineering degree and an MBA. He has founded two startups, one of which was successfully sold to Microsoft. With a deep background in marketing, process optimization, and software development, David plays a crucial role in shaping the technological and operational aspects of Whiterail AI.

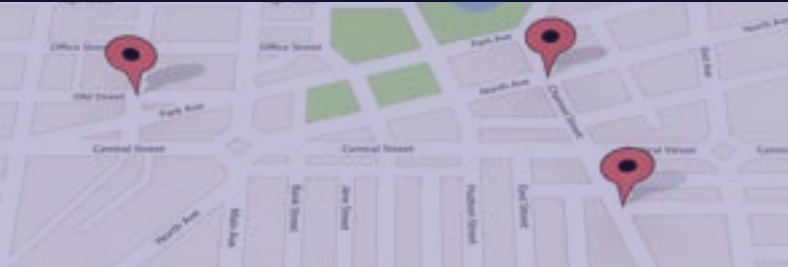
### DANIEL OSTROV

Daniel brings a diverse background in communications, film, and marketing, with an MBA specializing in technology advertising. Known for his expertise in marketing messaging, Daniel excels at simplifying complex marketing processes to help companies grow, operate efficiently, and effectively reach their audience.

# KEY MESSAGES

- **Mission-Driven:** Whiterail AI aims to empower blue-collar industries by streamlining the hiring process, making it efficient, accessible, and effective.
- **Solving Real Problems:** Traditional job boards often fail to meet the needs of blue-collar workers, who rarely write resumes. Whiterail AI circumvents this by connecting companies with top talent through AI and targeted advertising.
- **Proactive Recruitment:** The platform finds candidates who are not actively looking for jobs, tapping into a hidden pool of skilled labor that other platforms miss.
- **Cost-Efficiency:** By utilizing Whiterail AI, companies can bring recruiting in-house, saving significant costs compared to traditional staffing agencies and reducing the need for high recruiting fees.
- **Speed and Accuracy:** The system provides instantaneous communication with qualified candidates, minimizing the likelihood of losing top talent due to delays.

# TECHNOLOGY INSIGHTS



## Geofenced Advertising:

Targets skilled workers within a specific area, ensuring that only relevant candidates see job ads.

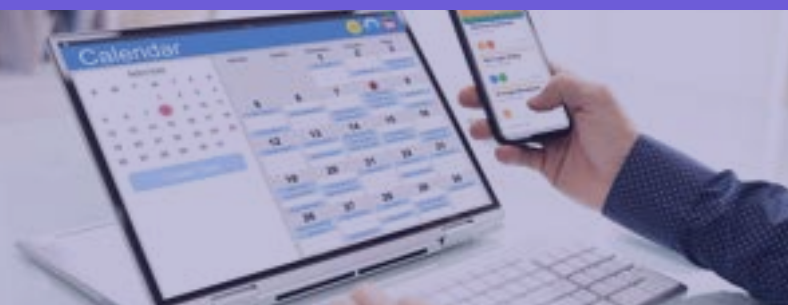
## AI Vetting:

Automatically evaluates applicants, allowing companies to bypass traditional resume reviews.



## Instant Scheduling:

Schedules qualified candidates for interviews, speeding up hiring and maintaining candidate engagement.



# KEY ACHIEVEMENTS

1

Whiterail AI has been adopted by major companies, including AAA, Jiffy Lube, Ingersoll Rand, Heartland Auto, and hundreds of other industry leaders across North America.

2

The platform serves a wide array of blue-collar industries, including construction, roofing, towing, and CDL operations, offering a superior alternative to job boards and staffing agencies.

3

Proven to significantly reduce hiring time, Whiterail AI's solution has helped a client cut their weekly recruitment efforts from 10 hours per week to just 10 minutes a day.

# TESTIMONIALS

**Brad Burley**

Heartland Auto & Tire

"The quantity and quality of candidates we get from Whiterail has been consistently impressive."

**Matt Oliver**

Mission Wrecker Service

"I would say it's worth every dollar, with the chatbot in the Whiterail AI app doing 95% of the work for me."

**Bubba Spickler**

Champion FleetCare

"Whiterail AI is very effective, easy-to-use, and user-friendly. You could modify your campaigns as needed."

**Josh Brighthurst**

Reno's Auto Body & Repair

"Whiterail is utilizing AI in a way that helps bring back the humanity to HR."

# FAQ

1

## What is Whiterail AI?

Whiterail AI is a cutting-edge recruitment platform that leverages artificial intelligence to streamline hiring. We specialize in connecting companies with qualified blue-collar professionals, speeding up recruitment, and ensuring the right fit for every role.

2

## How does Whiterail AI improve the hiring process?

Traditional hiring methods can be time-consuming and inefficient. Whiterail AI uses advanced algorithms to filter candidates based on specific skills, certifications, and experience, allowing companies to focus on top-tier candidates quickly. We automate tasks like pre-screening, candidate matching, and scheduling, reducing the time to hire from weeks to days.

3

## What industries does Whiterail AI serve?

Whiterail AI focuses on recruitment for industries such as towing, diesel repair, auto mechanics, construction, manufacturing, and the moving industry. We target skilled, blue-collar professionals who meet the unique demands of these sectors.

4

## How does Whiterail AI ensure candidate quality?

Our platform goes beyond standard qualifications. Whiterail AI identifies candidates with industry-specific certifications, hands-on experience, and a commitment to quality. We use data-driven tools to assess credentials, work history, skills, and cultural fit.

# FAQ (CONTINUED)

5

Can Whiterail AI find candidates for specialized roles?

Yes. Whiterail AI customizes the recruitment process to match your business's specific needs, whether you need certified diesel mechanics, heavy-duty tow truck operators, or experienced movers. Our network of professionals is vast and varied, ensuring we can meet the demands of niche roles.

6

How fast can Whiterail AI find qualified candidates?

Our AI-powered platform significantly accelerates the hiring process. Instead of spending weeks sorting through resumes, we can match you with qualified candidates in a matter of days, cutting down on time-to-hire and improving overall efficiency.

7

Is Whiterail AI a cost-effective solution?

Yes. Whiterail AI provides the benefits of a full-scale recruitment team at a fraction of the cost. By automating much of the recruitment process, we reduce the need for extensive manual work, saving time and resources.

8

How does Whiterail AI differ from traditional staffing agencies other AI-powered recruitment platforms?

Unlike traditional staffing agencies, Whiterail AI uses artificial intelligence to streamline recruitment. We offer personalized matching based on specific role requirements, automate repetitive tasks, and ensure faster, more precise hiring. Whiterail AI focuses on the blue-collar workforce and understands the unique challenges in recruiting for roles like mechanics, movers, and tow truck operators. Our platform is designed to meet these needs, making the recruitment process quick, reliable, and tailored to each business's requirements.

# MEDIA COVERAGE

Whiterail Recruits has been featured in several industry publications, including American Towman Magazine, and has been discussed on multiple podcasts within the blue-collar and recruitment technology space.

## INTERVIEW TOPICS

- The unique challenges of recruiting blue-collar talent in today's market.
- How technology and AI are changing the face of recruitment.
- The evolution of Whiterail AI and its impact on the service industry.
- Success stories and case studies demonstrating the platform's efficacy.
- Future trends in recruitment technology and Whiterail AI's role in shaping them.

## MEDIA CONTACT

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## SOCIAL MEDIA

