

New recruiting app for larger firms focuses on company, community profiles

“This market is too small to find all of the qualified talent that we need,” McKersie said. “And what that’s led to some-

The focus is helping employers introduce prospective employees to the area and its amenities, which can pose a recruiting challenge.



McKersie, who founded and later sold JobsinME.com, said he

"What I'm trying to do is kind of grease the skids and create a more transparent job marketplace for people who are currently here and then try to market that out to people who aren't here yet," McKersie said.

Tim Hortons is owned by the same investors behind fast-food chain Burger King. Restaurant Brands Inc. acquired Tim Hortons last year in a \$11.1 billion deal.

Alphabet, Google's parent company, rose over 2 percent after Reuters reported the company was planning to launch the Chinese version of its Google Play smartphone app next year. The stock was the biggest influence on the S&P 500 and Nasdaq.