

Parnunu Helps Herman Miller Manage Internal Talent

Online Portfolio Resource Meets Needs of Corporations and Individuals

When furniture manufacturer Herman Miller was looking for a tool to help manage the growth and development of its 15 interns, it decided to Parnunu.

Yes it can be used as a verb much like Google. Parnunu is an innovative web-based tool that helps individuals and companies approach their respective career management needs with an online portfolio. In fact, some have referred to it as the Facebook for careers. Herman Miller will use Parnunu to more effectively track the progress of interns at the company as they gain experience and produce tangible work results. Parnunu provides a creative, flexible way to capture work experiences and growth in an individualized way – far beyond what a traditional resume can accomplish.

“We see Parnunu as a way to help our interns begin to tell their story from the beginning of their career and to capture meaningful aspects of their work experience, which could be in the form of case studies, drawings, photos and videos,” said Jodi Royse, manager of talent acquisition for Herman Miller. “Our goal is that at the end of their internship, together we can see their growth and experience—the full impact of their work. This will help us more effectively evaluate if they could be a candidate for future employment at Herman Miller. We make a significant investment in our interns and need to look to them as a potential pool of candidates. At the same time, if their next step is to look for employment elsewhere, this tool certainly arms them with a unique calling card to reach out to other employers.”

Launched in March 2010, Parnunu has made great strides in its first year. Parnunu was a 2010 Innovation Michigan finalist and a 2011 winner of the DiSciTech Awards. The web-based product is designed for two primary audiences. Parnunu is used by corporations to view a highly visual, interactive database of job candidates. With more information available about each candidate, HR recruiters can more clearly determine if an individual is a possible candidate—creating a bridge between the resume and initial job interview.

Parnunu also can be used by individuals to develop a custom portfolio of photos, videos, web links, work projects and personal experiences so potential employers get to know the total person behind the resume.

“The resume is not a viable tool today for advancing your career – you might say the resume is dead. I know that sounds dramatic but it really is true for anyone who has been through a job search recently,” said Andy Otteman, Parnunu founder. “The resume cannot represent an individual’s true expertise and work achievements not to mention their passion and growth. That’s why we created an alternative that can store every aspect of an individual’s story in a personal portal that can be maintained and ready whenever the time is right to look for that next opportunity. It allows you to manage your career and provide potential employers with a total picture of your capabilities.”

In addition to the two primary uses of Parnunu, the company also can customize a password protected portion of its site for very specific purposes, much like it is doing for Herman Miller. According to Otteman, some larger organizations that have several geographic locations are looking at Parnunu to serve as a 21st century directory of employees because it can accommodate larger amounts of relevant information about individuals when looking for specific skills for project teams or to fill new positions. At the same time, those companies can use Parnunu to review the online portfolios of individuals on the site when they are looking for outside talent.

Parnunu is a subscription based service. For individuals, a Standard Annual Membership is free; the Featured Portfolio annual membership is \$9.95 and the Plus Membership is \$49.95 annually. For company or organization members, a 30-Day Membership is \$299; 90-Day Membership is \$699 and Annual Membership is \$1,999. The memberships vary in features and benefits.

About Parnunu

Established in 2010, Parnunu is an online work portfolio where job seekers can share their personal stories and highlight experiences in their own creative ways, and hiring managers can screen highly qualified job candidates. Parnunu helps give control back to the individual by offering a personalized, engaging way to present work skills and experiences to future employers. Use Parnunu to post your own photos, videos, web links, work projects and personal experiences. Create your own picture of what you're about. To sign up for or learn more about Parnunu, go to www.parnunu.com.