

EY launches GigNow platform, offers opportunities to freelancers in the MENA region

The launch of GigNow, an online talent marketplace, will connect freelancers with opportunities at EY

Dubai, UAE - 15 September 2019: EY announces the launch of GigNow in the MENA region, an online platform that connects people seeking short-term contracts (gigs) with opportunities at EY.

Advancements in workplace technology enables freelancers to access job opportunities that allow them to work remotely, giving them more flexibility and freedom in their professional careers as they support on-demand work.

The launch of the GigNow platform is in line with the increasing global trend of organizations leveraging contingent workers, also known as freelancers who are employed on short-term contracts, to respond to growing work demands during peak seasons.

As an online talent marketplace, GigNow will offer freelancers from across the MENA region the opportunity to engage with EY on a per project basis, giving contract workers the chance to combine flexibility and diverse gigs with exceptional experiences.

The platform also aims to provide further supply to increasing workforce demands across a wide range of skillsets, including business consulting, transaction assistance, insurance, tax advisory and IT, as well as other business-related areas.

Abdulaziz Al-Sowailim, MENA Chairman and CEO, EY, says:

“EY is committed to building a workforce for the future and the launch of the GigNow platform reflects the disruption we are seeing to the traditional business models in the MENA region. The gig economy is gaining traction with the growth of on-demand expertise and the rising trend of skilled professionals seeking flexible working arrangements that will allow them to expand their qualifications and experiences.”

“The use of contingent workers through GigNow not only allows EY to engage the right talent for the right opportunities at the right time, but will also support freelancers and specialists who want the flexibility of a short-term contract with the high engagement, innovation, and diversity that projects at EY offer. The ability to harness the best talent from across the region faster and more effectively will in turn allow us to better serve our clients and their ever-changing needs.”

The GigNow platform offers an immersive experience that ensures quick on-boarding, so that anybody can join a project across any location quickly and begin to make valuable contributions in a shorter span of time.

The talent pool contracted through GigNow will further benefit from EY's world-class learning, such as virtual courses from which they can earn valuable digital credentials for developing new skills. Furthermore, the platform provides a single location for EY alumni to find new contractor opportunities for themselves and to refer high-quality contractor talent. GigNow is part of a series of new global programs from EY designed to prepare the workforce and business for the future of work.

GigNow has been launched in Australia, India, New Zealand, the United States and the United Kingdom prior to being launched in the MENA region. In this region GigNow is currently live and receiving applicants from Bahrain, Jordan, Qatar, Saudi Arabia, and the United Arab Emirates at <https://www.gignow.com/>

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The MENA practice of EY has been operating in the region since 1923. For over 90 years, we have grown to over 7,500 people united across 21 offices and 16 countries, sharing the same values and an unwavering commitment to quality. As an organization, we continue to develop outstanding leaders who deliver exceptional services to our clients and who contribute to our communities. We are proud of our accomplishments over the years, reaffirming our position as the largest and most established professional services organization in the region.

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