

StaffDNA

Jenny Hanlon '89, Founder & CFO

#1 | 734.72%

StaffDNA was founded with a vision to create a digital health care job marketplace and disrupt an industry. Their digital application allows individuals seeking a job in health care to find and book their own job, while employers can find their own employees using a patent-pending technology platform.

"The U.S. has job fulfillment issues and low job satisfaction, and biases exist in hiring," Jenny Hanlon '89, founder and CFO stated. "The app provides an opportunity for all — regardless of gender and race — to have equitable access to the same jobs and pay rates with complete pay transparency."

Hanlon says the high growth rate StaffDNA experienced in the last three years affirms they were solving a problem, and that both clients and job-seeking candidates found it useful and easy to use and were able to gain successful employment or employees.

Hanlon previously founded LiquidAgents Healthcare in 2000, a now four-time Aggie 100-honored company, which prompted her to launch StaffDNA in the health care industry first, as it was an industry she and her team knew well and had worked in for more than twenty years. This familiarity allowed them to tailor-make the StaffDNA app specifically for the industry's needs. She considers the success a testament to understanding their industry and understanding what people wanted to see in the app, including personal preferences such as pay, location, scheduling and leave.

Looking ahead, Hanlon envisions carrying StaffDNA's platform out to other industries, including light industrial, finance/accounting and IT, as well as to other countries, as they grow because they recognize the issues, problems and biases they're addressing exist in other areas.

"[Our success] is a confirmation that we're on the right path, that we're starting to solve some of the things our clients and candidates are asking us for," Jenny stated. "It invigorates us with more energy and passion and encourages us to keep going."

"[Being named #1 on the Aggie 100] is an affirmation to the team that we did what we said we were going to do. We took a chance and utilized our skills. We'd done it before with LiquidAgents, but never experienced this kind of growth," Hanlon explained. "It gives us a launchpad. It gives us more momentum, more satisfaction to keep doing what we're doing, to keep growing and expanding further."

"It's also an affirmation of what we did and what we need to continue to do and the problem that we want to solve," she continued. "It's important to us to be able to say we solved a problem, we worked together and to look back and say 'We did that. We all did that.' And more so, to create something meaningful and valuable to our business and to our communities and put our name on that."

Regarding her leadership style, Jenny noted, "[Aggies are] all driven by values. To be able to stand behind something and offer something that's recognizable to our communities and families is important. A&M taught a lot about its Core Values, what those are and what they mean."

Hanlon and her companies often focus on selfless service by providing opportunities during the workday for their employees to give back to their local community as a team.

"It's something all of our employees stand behind, creating a lot of camaraderie and a culture in our organization that is modeled off many of the Aggie Core Values. It feels good to embody that," Hanlon noted.

When it comes to passing it back to the next generation of Aggie Entrepreneurs, Jenny personified the phrase by sponsoring a prize at the 2023 Aggie PITCH and explained why it's important for her to continue fostering relationships with Aggie Entrepreneurs, the McFerrin Center and Aggie Entrepreneurship at large.

"As entrepreneurs ourselves, we dreamed of doing big things, great things, and there's lots of success and lots and lots of failure in that. It was inspiring to us to see Aggies get up and do their pitch [at Aggie PITCH] and hear the ideas they had and imagine what the next generation can become," Jenny recalled. "For us to help them even in a small way... it makes us part of the community."

With both businesses centered in the health care industry, Jenny has also built relationships with the Texas A&M School of Nursing and the Texas A&M Foundation to specifically help educate, staff and deliver health care solutions to remote and rural, underserved communities, as well as accelerate enrollment growth in the school via a LiquidAgents Healthcare endowed scholarship.

"We feel strong ties to both the School of Nursing because we're in the health care industry, and also [Mays Business School] because we're entrepreneurs, as well."

For the next generation of Aggie Entrepreneurs, Jenny offered, "You have to believe in yourself and your idea and be committed, and you have to be resilient through that."

In the beginning when trying to raise funding, "I kept a notepad of all the people who told us 'no,'" she said, "and I kept in touch with them. As we proved ourselves, as we set goals for ourselves, and we achieved those goals, I went back to those people, and later, I'm still working with some of those same people."

"Building relationships, putting together a business plan and actually hitting those metrics, those things are all key," Hanlon added. "You have to prove yourself every step of the way."

As a final thought, Hanlon noted, "Being part of A&M, you know, the whole culture and community... it's great. It's great to be back in Aggieland, to bring several Aggies with us to the Aggie 100, and we're excited and honored to be a part of this program."



McFerrin Center for
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