



**For Immediate Release**

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## **EDC releases talent recruitment toolkit, company map for San Diego companies**

*San Diego: Life. Changing. campaign toolkit to continue efforts to retain, attract top STEM talent*

**SAN DIEGO** – Today, San Diego Regional EDC – as part of the [San Diego: Life. Changing.](#) campaign – released a [recruitment toolkit](#) and [company map](#) for use by local employers.

Amid a nationwide battle for talent, San Diego companies must compete with other cities to fill innovation jobs. To address this issue, the toolkit and map provide the resources needed to inform talent of all that San Diego has to offer: meaningful career opportunities, unparalleled lifestyle amenities and highly-talented people.

**“San Diego: Life. Changing. was created by San Diego, for San Diego,”** said Lauree Sahba, COO, San Diego Regional EDC. **“When we spoke to tech and life sciences companies, they said they needed a one-stop shop where they can pull information about the region to help recruit talent and attract investment. We will continue to add and refine resources based on company feedback.”**

[Talent fuels economic growth](#), drives corporate decision-making and incubates entrepreneurship. If San Diego wants to remain economically competitive, it must continue to attract and retain a talent pool that appeals to global companies.

In early 2018, Robert Half staffing company named San Diego the number one city for tech job growth in the first half of 2018. Additionally, STEM jobs are 34 percent more concentrated in San Diego than the U.S. average, based on a San Diego Regional EDC analysis of EMSI data.

San Diego: Life. Changing. was created to refine a cohesive regional identity to attract and retain STEM talent. The campaign and the contents of the toolkit have been guided by the [“San Diego Brand Alliance”](#) – a group of more than 50 life sciences and tech employers including Illumina, Human Longevity, Inc., Viasat and more. Representing the region in a united front will ensure San Diego continues to compete on the global stage.

**“San Diego holds such tremendous opportunities for candidates, yet when recruiting top talent from outside of the region we still encounter the false perception that career options in the area are somewhat limited,”** said Melinda Del Toro, SVP of People & Culture, Viasat. **“The toolkit provides resources that reinforce the message we’ve been telling candidates for years: San Diego is a dynamic, rich environment with incredible opportunities to have both the career and life you want, that you just don’t find in other regions.”**

The toolkit includes recruitment resources such as fast facts, imagery and b-roll, infographics, industry overviews, social media posts and more. **Users can sign up for free access to the toolkit [online here](#).**

The [map](#) was designed so potential recruits and those interested in learning about careers in San Diego can visualize the breadth of companies throughout our region. Representatives from tech, life sciences or lifestyle companies may also request to add their [company to the map](#).

**For more information about ways to leverage the campaign, visit [SDlifechanging.org](http://SDlifechanging.org).**

### **About San Diego: Life. Changing.**

San Diego: Life. Changing. is a campaign designed to attract and retain experienced tech and life sciences talent in the broader San Diego region as a way to yield economic growth. Launched in 2017 and managed by San Diego Regional EDC, the campaign amplifies stories of real San Diegans who are leading lives of impact throughout the region. [SDlifechanging.org](http://SDlifechanging.org) now includes an interactive company map and recruiting toolkit for San Diego companies. Visit [SDlifechanging.org](http://SDlifechanging.org) and stay up to date on [Instagram](#), [Twitter](#), [Facebook](#), [LinkedIn](#) and [email updates](#).

### **About San Diego Regional Economic Development Corporation**

San Diego Regional Economic Development Corporation's (EDC's) mission is to maximize the region's economic prosperity and global competitiveness. As an independently funded non-profit fueled by more than 160 companies and organizations, EDC takes a data-driven approach to attracting, retaining and expanding companies and the talent pool across the region's three traded economies: military, tourism and innovation. [sandiegobusiness.org](http://sandiegobusiness.org)



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