

PRESS RELEASE

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Jobmatch accelerates its global expansion through strategic partnership with Lugera – entering seven new markets

Jobmatch Sweden AB is taking a significant step in its international growth by entering into a comprehensive partnership with the international HR and staffing group Lugera and its network of partner companies. The collaboration enables Jobmatch to establish a presence in seven new markets simultaneously: Romania, the Czech Republic, Slovakia, Cyprus, Kazakhstan, Uzbekistan and Morocco.

The partnership marks a clear shift in the company's expansion strategy – from individual market entries to scalable partnership models with regional reach

“This partnership provides us with a unique opportunity to establish ourselves across multiple markets in parallel, together with a strong and experienced partner. It strengthens our position and creates favourable conditions for continued expansion,” says Fredrik Nordén, Globalisation Manager at Jobmatch Sweden.

A scalable model for international growth

In recent years, Jobmatch has steadily built an international presence and is now represented in 19 countries. The ambition is to expand to approximately 40 markets in the coming years.

Through the collaboration with Lugera and its partner companies, Jobmatch gains access to an established organisation with around 500 employees and an extensive network of offices and consultants. The group handles tens of thousands of candidates annually, creating substantial potential for large-scale implementation of Jobmatch's assessments.

“Our strategy is to grow alongside strong local and regional partners. This type of collaboration allows us to combine global reach with local market expertise while accelerating our scale-up,” says Fredrik Nordén.



Fredrik Nordén, Globalisation Manager at Jobmatch Sweden and Gerard Koolen, Group Managing Partner at Lugera.

Increased recruitment accuracy with direct business impact

The partnership is driven by a shared ambition to improve the quality of hiring decisions and reduce costly recruitment errors – an area where the financial implications can be significant, ranging from thousands of euros to multi-million amounts depending on the role.

“We were looking for a partner that could help us reduce the number of recruitment errors. There is a great deal at stake in every hire, and with Jobmatch we can support our clients in making better and more informed decisions,” says Gerard Koolen, Group Managing Partner at Lugera.

The choice fell on Jobmatch Talent, where predictive capability was a decisive factor.

“As a recruitment company, we have worked with many different assessment providers. What has been missing is the ability to predict whether a candidate will become a top performer. We believe Jobmatch is the only test that truly delivers on this,” says Gerard Koolen.

Proven results for clients

Experience from practical use shows clear and measurable outcomes.

Jobmatch Sweden help companies to learn more about their employees with the help of the occupational psychological testing system Jobmatch Talent. The test was launched in 2000, is certified by DNV in accordance with EFPA's latest guidelines and is used in recruiting as well as management- and employee development. More than 40,000 tests are carried out annually. Jobmatch Talent is owned and marketed by Jobmatch Sweden AB, with head office in Gothenburg, Sweden. www.jobmatchtalent.com



“Our clients are able to make more informed and intelligent decisions. In one concrete example, salespeople recruited with the support of Jobmatch perform 35 per cent better than before. This has a direct impact on both revenue and overall performance,” says Gerard Koolen.

In addition to increased accuracy, the solution contributes to more efficient processes and a stronger competitive position.

“With Jobmatch, we differentiate ourselves, raise the quality of our delivery, and help our clients reduce costs while improving performance,” he adds.

Strong local presence in every market

The partnership combines global reach with local expertise through a network of established organisations in each market. From mature European markets to rapidly growing regions in Central Asia and North Africa, this creates a balance between stability and growth potential.

Demand for more structured and data-driven recruitment methods is increasing, particularly in markets where professional HR processes are evolving rapidly.

“We are seeing a clear shift towards more objective and evidence-based recruitment methods. This partnership enables us to meet that demand in a scalable and efficient way,” says Fredrik Nordén.

A platform for continued global expansion

The collaboration with Luger is a clear example of Jobmatch’s strategy to expand through partnerships that enable rapid entry into multiple markets simultaneously.

“We see this as a long-term collaboration with significant potential. It creates a strong platform for continued international expansion and further strengthens our global position,” says Fredrik Nordén.

“The partnership between Jobmatch and our companies represents a major step forward. It allows us to offer our clients one of the most essential elements of successful recruitment – the ability to predict whether a candidate is likely to become a top performer. Our clients want to hire the very best, and this is a key enabler in achieving that,” concludes Gerard Koolen.

About Jobmatch Talent

Jobmatch Talent is a work psychology-based precision assessment tool for recruitment and development of employees, managers and teams. The test is certified by the international certification body DNV and has a predictive validity of 0.63, which places it among the top tier internationally among personality assessment.

About Luger

[Luger](#) is an international HR and staffing group operating across several countries in Europe, Central Asia and North Africa. Through its partner companies, the group provides services in recruitment, staffing, payroll administration and HR outsourcing.

The group comprises approximately 500 employees and operates an extensive network of offices and consultants, with a strong regional presence and a broad client base across multiple industries.

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