



**Chatham-Kent Chamber of Commerce and Picsume Launch Strategic Hiring Partnership:  
Introducing Pathfinder Connect**

**FOR IMMEDIATE RELEASE**

**Chatham, Ontario - July 24, 2025** – The Chatham-Kent Chamber of Commerce is proud to announce a new strategic partnership with Picsume, an award winning Canadian workforce technology company, aimed at transforming the way local employers attract and hire talent while supporting job seekers with modern, accessible tools.

This collaboration introduces Pathfinder Connect — a dedicated job network powered by Picsume. Designed to support workforce growth across the region, Pathfinder Connect allows Chamber members to post jobs at no cost, while job seekers gain access to free tools to stand out and take control of their job search.

“Having grown up in Blenheim, it’s incredibly rewarding to be able to support the growth of business and opportunity in Chatham-Kent,” said Jordan Goure, President and CEO of Picsume.

Key benefits of the partnership include:

- **Free Premium Job Board Access** for all CK Chamber members. Jobs are promoted through a variety of channels, job boards and workforce networks, helping to increase reach and visibility.
- **Compliance Made Simple:** Ontario’s upcoming Employment Standards Act (ESA) regulations require increased diligence in hiring and employment practices. Picsume helps businesses stay fully compliant, with built-in tools that remove uncertainty.
- **Exclusive Member Access:** As part of this partnership, CK Chamber members will receive access to a tailored set of Picsume’s hiring tools and resources—curated to support local employers in streamlining their recruitment efforts.

Through this partnership, the Chamber is strengthening its role as a champion for business and workforce development in the region—bringing technology and opportunity together under one locally-branded solution.

“The launch of Pathfinder Connect reflects our ongoing commitment to support and grow Chatham-Kent’s business community,” said Rory Ring, President and CEO of the Chatham-Kent Chamber of Commerce. “By powering this platform with Picsume, we’re giving our members and local job seekers a centralized, trusted resource to find opportunity and build the future of work—right here at home.”

Together, Picsume and the Chatham-Kent Chamber are setting a new standard for local hiring — one that is digital, inclusive, and built with the future of work in mind.

To learn more or to post your open positions, visit the **CK Chamber Job Network – Pathfinder Connect** at [join.picsume.com/ck-pathfinder-connect](https://join.picsume.com/ck-pathfinder-connect).

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