

ManpowerGroup Announces 2025 VivaTech Startup Challenge to Revolutionize the Talent Experience with AI

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MILWAUKEE, March 13, 2025 /PRNewswire/ -- In a rapidly changing world where artificial intelligence is reshaping industries, [ManpowerGroup](#) is launching its [2025 Viva Technology Startup Challenge](#), "**AI, Tech, & #huManpower: Redefining the Future of Work.**" Seeking to identify new ways of connecting people to meaningful careers, these challenges aim to drive innovative solutions that will transform the way people find, secure, and thrive in their careers. As a Platinum Partner of VivaTech 2025, ManpowerGroup continues to play a key role in Europe's largest startup and tech event, which will take place June 11-14 in Paris.



"AI and technology should enhance the human experience, not replace it," said Riccardo Barberis, Regional President, Northern Europe and France. "Our goal is to use these innovations not just to streamline recruitment, but to reimagine how careers develop and evolve in a digital-first world. When we balance innovation with human connection, we create opportunities where both individuals and organizations reach their full potential."

The 2025 challenge focuses on three critical areas where technology can transform the hiring process and help individuals build sustainable careers:

- **AI-Powered Marketing + #huManpower = The Perfect Job Match**

Using AI-driven digital marketing to create emotional connections and match people with the right job opportunities that align with their skills, aspirations, and potential.

- **Personalizing the Job Journey with Tech-Driven Solutions**

Building technology solutions that deliver a personalized experience from initial job search through assignment completion and beyond, creating seamless transitions and continuous engagement.

- **AI-Driven Redeployment for Faster, Smarter Hiring**

Leveraging AI to redeploy loyal associates more efficiently, reducing hiring time and costs while improving the experience for both employers and job seekers.

"France has long been at the center of global innovation, and VivaTech brings together the brightest minds shaping the future of work. More than ever, innovation is key for companies to remain competitive and attractive in the changing world of work," ManpowerGroup France Country Manager Benoît Derigny said. "By hosting these challenges in Paris, we're tapping into an incredible ecosystem of startups, entrepreneurs, and visionaries who are developing cutting-edge solutions to help people access meaningful, sustainable careers."

Submissions for ManpowerGroup's VivaTech startup challenge are being accepted now through April 21st, 2025. Finalists will be announced in April and will be invited to showcase their solutions at VivaTech in June.

To learn more and enter the "AI, Tech, & #huManpower" challenge, visit: <https://vivatechnology.com/challenges/manpower-group-2025>

ABOUT MANPOWERGROUP

[ManpowerGroup](#)[®] (NYSE: MAN), the leading global workforce solutions company, helps organizations transform in a fast-changing world of work by sourcing, assessing, developing, and managing the talent that enables them to win. We develop innovative solutions for hundreds of thousands of organizations every year, providing them with skilled talent while finding meaningful, sustainable employment for millions of people across a wide range of industries and skills. Our expert family of brands – [Manpower](#), [Experis](#), and [Talent Solutions](#) – creates substantially more value for candidates and clients across more than 70 countries and territories and has done so for more than 75 years. We are recognized consistently for our diversity – as a best place to work for Women, Inclusion, Equality, and Disability, and in 2025 ManpowerGroup was named one of the World's Most Ethical Companies for the 16th time – all confirming our position as the brand of choice for in-demand talent.

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