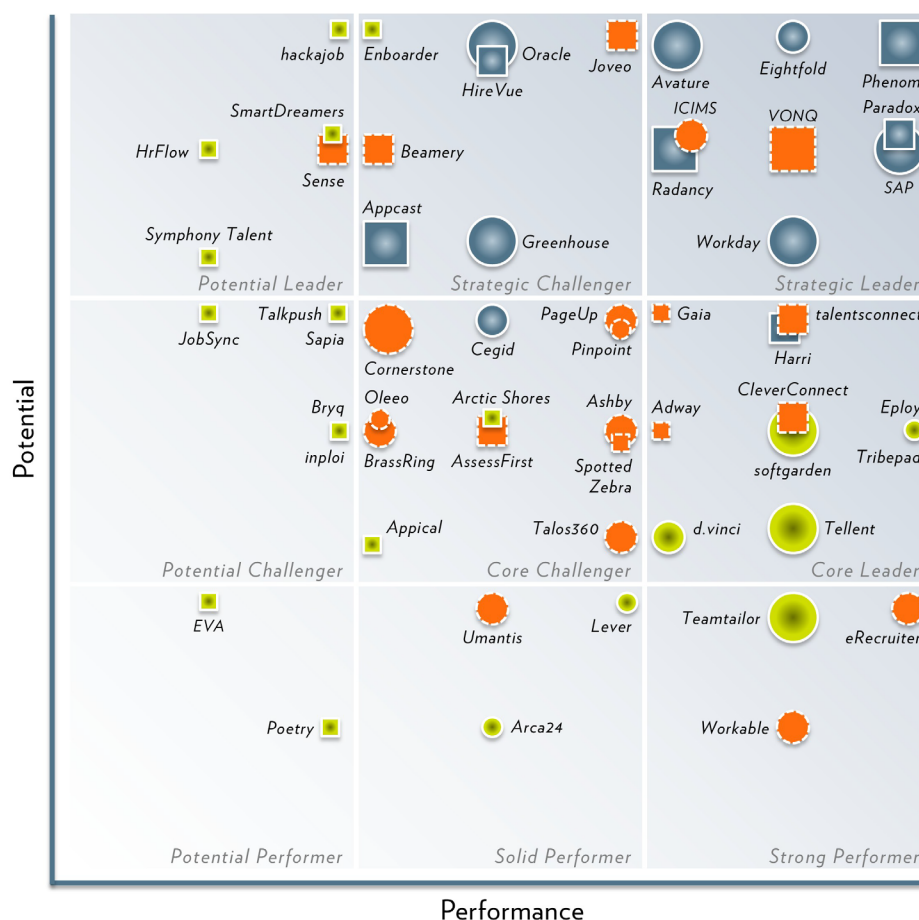




Phenom is a **STRATEGIC LEADER** on the
2026 Fosway 9-Grid™ for Talent Acquisition



[Click here](#) to understand the Fosway 9-Grid™ model in more detail or to download the full market reports.



Phenom

Founded in 2011, Phenom provides an Applied AI platform for HR and talent. Headquartered in Greater Philadelphia in the US, Phenom has global presence, and offices in UK, Germany, the Netherlands, Israel, India and Canada. Their platform provides an overlay solution that augments and orchestrates experiences across HCM and talent solutions.



Specialist:
Talent Intelligence & Talent Experience

What is a Strategic Leader?

Strategic Leaders provide a rich set of capabilities with the scope and sophistication to support the needs of large, complex global customers. They have strong market performance and customer advocacy and often provide a reference point for the wider market. They are frequently selected by market-leading organisations and consistently meet the needs of those organisations on a global basis.

Potential Leader	Strategic Challenger	Strategic Leader
Potential Challenger	Core Challenger	Core Leader
Potential Performer	Solid Performer	Strong Performer

9-Grid™ Rating Summary

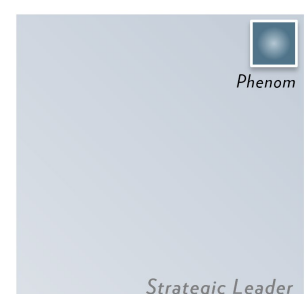
Type	Performance	Potential	Presence	TCO	Trajectory
Specialist	Higher	Higher	Higher	Higher	Excelling

Interpreting the exact position of the vendor in a 9-Grid™ zone is explained more fully in our [Introduction to the 9-Grid™](#) document available from our website www.fosway.com.

What is Excelling Trajectory?

Trajectory is Fosway's sense of the rate of change of the solution in terms of both Performance and Potential, relative to the vendor themselves and the level of change in the wider supplier market. Vendors with an **Excelling** trajectory rating are increasing their level of innovation and potential to serve enterprise customers effectively and are raising their level of market performance and customer advocacy.

For more information see the [Fosway 9-Grid™ Trajectory Guide](#).



Phenom's position within the 9-Grid™ Zone



Rating Headlines – Phenom

- Phenom is an Applied AI platform provider for HR and talent, with strong enterprise adoption, significant presence in North America, EMEA and India and a significant track record with complex global customers. Fosway classifies Phenom as a TA Specialist, but its overall combined scope is close to being a full TA Suite.
- Complements the customer's HCM or TA suite across the TA funnel. Functionality in talent attraction is ahead of most vendors, as are many areas of candidate engagement, communications, and interview management.
- Sophisticated capabilities for high volume and industry-specific hiring scenarios with customers reporting significant efficiency gains. Provides a consumer-grade candidate experience configurable for complex, multi-brand organisations, and employee, manager and recruiter experiences are among the best in the market.
- Customers value Phenom not just for TA process automation, but also to personalise talent experiences, improve recruiter productivity, and connect hiring with internal mobility and broader talent management. Consistently receives positive feedback on UX, product innovation and outcomes.
- Customers buy for AI in TA alone, including to personalise and augment UX and to automate time-consuming tasks. Phenom X AI and Agent Studio provide pre-built agents targeting TA and HR workflows including intake meetings, sourcing, scheduling, onboarding and workforce planning.
- The acquisition of Plum strengthens Phenom's assessment capabilities, adding psychometric and behavioural validation to support hiring decisions in a market increasingly challenged by AI-generated applications. As with all previous acquisitions, Phenom has signalled intent to integrate Plum at the codebase level.
- Phenom has continued to mature its implementation and customer success services, which customers recognise as important in deploying complex, multi-brand TA transformation programmes and expanding adoption beyond initial use cases. Phenom's investment in training, certification and customer enablement strengthens its AI proposition with customers reporting better adoption, and confidence in applying AI.

Accuracy of Information and Warranties

The analysis and recommendations made in Fosway 9-Grids™ are based on the information currently available to Fosway Group from sources believed to be reliable. Fosway Group disclaims all warranties as to the accuracy, completeness or adequacy of such information. Fosway Group will have no liability for errors, omissions or inadequacies in the information contained herein, or for interpretations hereof. Opinions expressed herein, are subject to change without notice. All content is copyright Fosway Group Limited., unless otherwise identified. All rights reserved.



About This Snapshot

Fosway 9-Grids™ are the only in-depth, independent vendor assessments for European corporate buyers of Next Gen HR, Talent and Learning. A Vendor Snapshot is a short-cut perspective to Fosway's 9-Grid™ assessment of the vendor with expert insights to accelerate and de-risk choices and buying decisions. **Follow the QR Code to read the full 9-Grid™ report including key market and solution trends or [click here](#).**



About Fosway Group

Fosway Group is Europe's #1 HR Industry Analyst focused on Next Gen HR, Talent and Learning. Founded in 1996, we are known for our unique European research, our independence and our integrity.

For 30 years, we have been analysing the realities of the market, and providing insights on the future of HR, Talent and Learning. Fosway analysts work extensively with our corporate clients and wider network to understand the inside story of the challenges they face, and their real experiences with next gen strategies, systems and suppliers. Our independent vendor analysis provides a vital resource when making decisions on future strategy, innovation and technology.

And just like the Roman road we draw our name from, you'll find that we're unusually direct. Talk to us today:

Email: info@fosway.com

Web: www.fosway.com

Phone: +44 (0) 207 917 1870

About Phenom

Phenom is an applied AI company with the only AI infrastructure built specifically for HR. Powered by Engines that harmonize data, Ontologies that guide every decision, X AI that hyper-personalizes experiences, and Agents that work alongside teams, Phenom's platform uses industry and business context to automate workflows, eliminate busywork, and enhance every experience while remaining compliant. Driven by a purpose to help a billion people find the right work, no other company is as dedicated to helping organizations hire faster, develop better and retain longer.

For more information, please visit www.phenom.com.

Connect with Phenom on [LinkedIn](#), [X](#), [Facebook](#), [YouTube](#), [Instagram](#) and [TikTok](#).