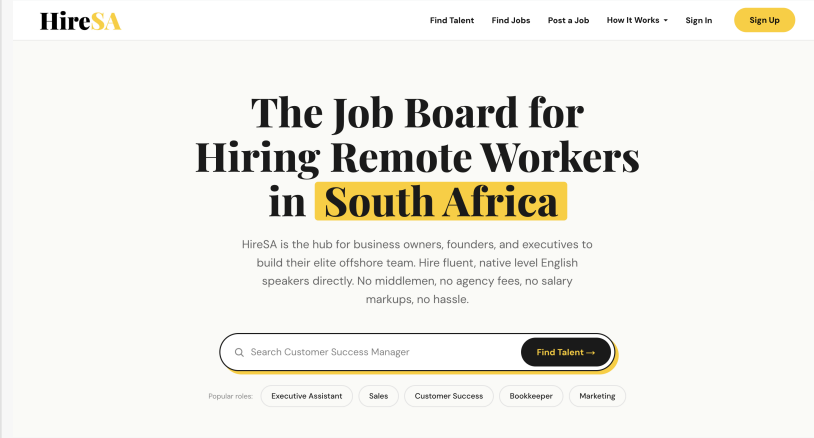
HireSA Launches AI-Powered Job Board to Connect Businesses With Top Remote South African Talent

Not just virtual assistants: sales, marketing, operations, and finance. Hire South African remote talent directly, with no agency markup.



The HireSA job board, where US, UK, and Australian companies hire South African remote talent directly.

TAMPA, FL, UNITED STATES, September 18, 2026 /EINPresswire.com/ -- HireSA, a direct-hire remote talent marketplace, today announced its public launch. The platform connects companies in the United States, United Kingdom, and Australia with South African remote talent. South Africa is one of the fastest-growing hotspots for offshore talent, with its English fluency and competitive cost. HireSA is available now at hiresa.com.

HireSA is built for companies that need operators, not task-based virtual assistants. These are the people who run a business day to day: sales closers, marketing managers, chiefs of staff, executive assistants, account managers, and customer success leads who can own outcomes.

> South Africa is full of people who can run your business, close your deals, and think like an owner. Not task-takers, operators."
>
> *Mathew Guergawi*

Employers have two ways to hire. They can post a job on the self-serve board and run the process themselves, using AI Match to shortlist candidates in a fraction of the usual time. Or they can hand the search to HireSA's white-glove recruiting service for a separate service fee. Either way, there are no ongoing agency fees, and employers work with candidates directly.

Many candidate profiles include a short video introduction alongside their skills, so employers get a sense of the person before the first call, not just a resume.

HireSA was founded by Mathew Guergawi, who built the platform after years in remote hiring and high-volume sales, where he repeatedly saw agencies mark up overseas talent while paying those professionals a fraction of the fee.

"We believe business owners should be able to hire South African talent on their own, without crazy agency fees," said Guergawi. "That's why price transparency matters so much to us. You only pay while you're hiring, and you cancel once you've made the hire. If no hire is made within 30 days, we'll send you a refund."

He added: "South Africa is full of people who can run your business, close your deals, and think like an owner. Not task-takers, operators."

HireSA has partnered with Employment Hero for employer of record and contractor of record services, so companies can onboard and pay South African hires compliantly. Candidates are sourced through partnerships with EVERYONELY, Highlands Glen Academy, and Greener Pastures.

Why hire operators from South Africa?

Fluent, business-level English. South African professionals speak fluent English, so communication is seamless from day one.

Overlapping hours with US and UK time zones. South Africa is UTC+2, giving nearly a full working-day overlap with UK teams and a reliable 9am to 12pm ET window for US teams.

Deep professional talent pool. South Africa produces a large base of college-educated professionals across sales, marketing, operations, and finance.

Roughly 70% lower cost. Employers hire experienced operators for about 70% less than a comparable US hire, with no agency markup, according to HireSA's salary data.

How does HireSA work?

Candidates build a profile with their skills and an optional short video introduction. Employers post a job, shortlist with AI Match, and message and hire talent directly. Companies pay only while they are actively hiring, cancel once a hire is made, and receive a refund if no hire happens within 30 days.

Frequently asked questions

What is HireSA? HireSA is a direct-hire remote talent marketplace connecting US, UK, and Australian companies with vetted South African operators, with no agency markup.

Can I hire a South African virtual assistant on HireSA? Yes. HireSA lists virtual assistants alongside executive assistants, sales, marketing, operations, and finance professionals.

How is HireSA different from an agency? HireSA is a self-serve, DIY job board that gives employers control over their hiring process. Employers who want it can also use HireSA's white-glove recruiting service for a separate service fee, with no ongoing agency fees.

When did HireSA launch? HireSA ran a private beta beginning in May 2026 and launched publicly on September 18, 2026.

About HireSA

HireSA connects companies in the US, UK, and Australia with vetted South African operators. By removing the agency middleman, HireSA gives employers direct access to high-performing talent through a selective talent pool and AI Match, with no per-placement markup. HireSA is based in Florida. Learn more at hiresa.com.

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