



Above: William Marable (left) and Ryan Crawford (right).

An OFFER You Can't Refuse

► Brothers develop and coach others with new hiring platform

BY ABBEY SCHNEIDER

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**- RYAN CRAWFORD,
OKLAHOMA**

OFFER Chief Executive Officer Ryan Crawford and Chief Technology Officer William Marable, both Oklahoma, want to change how we view the job market. Recent graduate Ryan and incoming senior William say candidates and recruiters have too many hoops to jump through in the job hunt, and with the introduction of AI in the hiring process, it's virtually impossible for anyone to stand out.

OFFER is a human-first hiring and learning system for individuals early in their careers. The startup grew from a

2025 class project as a part of Ryan's entrepreneurship and venture management major at University of Oklahoma. After digging deeper into the research surrounding the current job market, and hearing testimonials from Beta Epsilon Chapter members, he knew a new approach was needed for job seekers and wanted to find an alternative to the current online hiring platforms.

"While I was Chapter President, I saw brothers were facing similar problems in the job market. If hard-working business students are having issues, there's a problem with the system...I thought, what's

stopping me from building this into a real company?”

He then connected with William, a former computer science major who turned to management information systems and had gone through his own trials and tribulations with internship searching. “I applied to hundreds of positions, 99% of which I never heard a rejection or offer from. I knew something was wrong,” said William.

Based on their own hurdles with internship and job searching, Ryan and William were dedicated to making a platform that is human-focused. As well as serving as Chapter President, Ryan also previously served as Vice President-Pledge Education, and these two roles helped him realize how much he enjoys developing others. OFFER allows Ryan and William to make an even bigger impact by first developing candidates, then matching them with roles—all while promoting honesty between job seekers and recruiters.

Here’s how the website works: candidates create elevator pitch video profiles instead of submitting traditional resumes, build real soft skills through a learning-style program, and discover opportunities through an interactive job feed that feels more like a social media

platform than a job board. Recruiters get access to a curated talent pool without spam and a communication system that only activates when a candidate reaches out first. To Ryan and William, what matters most is making sure candidates are truly prepared for an interview and can improve from every opportunity with a recruiter.

Brothers Crawford and Marable credit Delta Sigma Pi to shaping their leadership values and commitment to building something that elevates others. Determined to uplift and develop future leaders, they hired other brothers from Beta Epsilon as interns to help build the company. They directly practice what they value and gained from Delta Sigma Pi.

The startup continues to grow every day with investors and new users. Ryan and William are excited to make their mark in the hiring world while making a difference for people.

Through their business, they are building better leaders and creating a world for users to prosper in business and beyond. Learn more at joinoffer.co or connect with Ryan directly at ryancrawford@joinoffer.co. ▲



OFFER Sponsored 2026 South Central LEAD Provincial Conference

After tabling as a partner at the South Central LEAD in San Antonio (go to page 28 to read more about LEAD), OFFER made adaptations to the learning opportunities within the online platform based on feedback they received from attendees. Specifically, Brother Crawford mentioned, ***“The leadership and professional development values we gained through the Fraternity are literally built into OFFER. The soft skills learning platform we built for candidates is the same kind of curriculum I was building as Chapter President.”***



OFFER is a human-first hiring and learning system for individuals early in their careers. From left: Chief Executive Officer Ryan Crawford and Chief Technology Officer William Marable, both Oklahoma.