



BEVERAGES COMPANY

*"LinkedIn is the main tool we have used for senior level recruitment. I am a big fan, and we have embraced LinkedIn all along in our recruitment strategy."*

Masoud Golshani-Shirazi,  
Vice-President of Human Resources, Aujan

## LinkedIn helps Aujan Coca-Cola Beverages Company recruit senior level roles in the GCC region.

### Highlights

- ACCBC's Company Page on LinkedIn has reached 8K+ followers in only 2 years
- In 2013, 25% of ACCBC's senior hires came through LinkedIn from all GCC countries
- Reduction in agency spend from 70% to 30% in 3 years, LinkedIn playing a crucial part in it
- 22% reduction in the average cost per hire in the last year thanks to LinkedIn

### Company Profile

The Aujan Coca-Cola Beverages Company (ACCBC) is the authorised manufacturer of brands including Rani and Barbican, and is also the licensed manufacturer in the Middle East of VIMTO. It was established following an approximately 1 Billion USD partnership between The Coca-Cola Company and Aujan Industries. ACCBC currently operates from two manufacturing facilities in the Middle East, located in Dammam, Saudi Arabia, and Dubai, UAE. The company's manufacturing and sales distribution is operated by a staff head count of about 3,000 people and operates within all the countries in the region specifically focusing on those in the GCC.

### Business Challenge

The biggest challenge for ACCBC is finding the right candidates across the region keeping in mind the different culture, process and structure in each country. "Uniformity and scalability is what we thrive for but you have to be flexible enough to understand that there are very specific and unique circumstances in almost every country we operate in" says Masoud Golshani, Vice- President of Human Resources. The company is often looking for senior executive roles which would be able to fully master the market they are based in. In order to manage talent, ACCBC initiated a Human Resource team, currently composed of 18 people. In addition to that, the company started using LinkedIn for recruiting in 2010.

*"We customize each role whether we use head hunters or not. LinkedIn has been extremely helpful in being able to drive that strategy of having our own internal sourcing capability."*

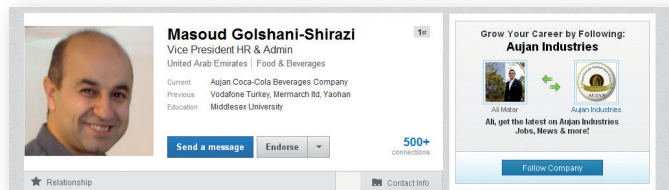


**Masoud Golshani-Shirazi**  
Vice-President of Human Resources,  
ACCBC

## LinkedIn Solution

ACCBC increasingly uses LinkedIn for senior management roles by using different products:

- LinkedIn Jobs: With job slots, ACCBC has the possibility to expand the reach of their openings and promote it to best-fit candidates who meet the requirements for the advertised positions. The company has received a number of quality contacts thanks to the job slots.
- LinkedIn Recruiter: ACCBC's in-house recruiters have access to the Recruiter tool which gives them the opportunity to contact LinkedIn members around the world directly using InMails.
- LinkedIn Career Page: ACCBC's Company Page followers grew from 300 in 2011 to 8,000 in 2013. Aujan is capitalising on their Career Page to showcase their employer brand and reach a wider range of candidates.
- LinkedIn Media: ACCBC launched a "Work With Us" campaign targeted at members according to their industry, level of experience, current position, etc. Since the start of the campaign, ACCBC's employees profiles have been visited by professionals from 1,151 different companies, proving the efficiency of the ads.



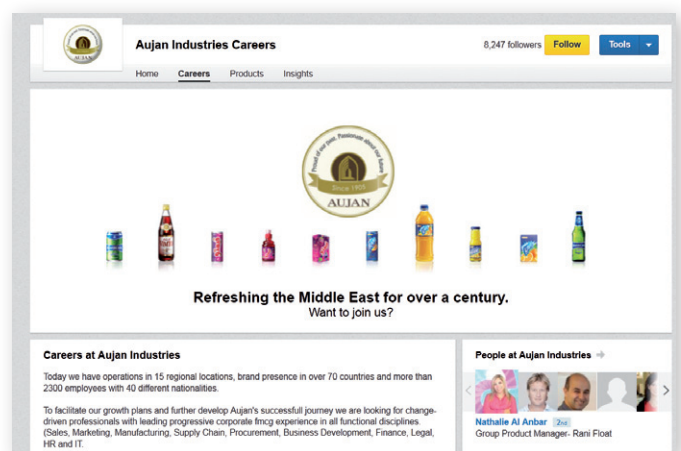
ACCBC's Work With Us Campaign

## Benefits of LinkedIn

ACCBC's business methodology strives to look for individuals that best fit the culture and values of the company. They have been recruiting around 400 to 500 people a year, with a huge assistance from LinkedIn.

The group believes that LinkedIn is more than just a job board; it gives employees the chance to create a network and improve their personal brand, which then reflects into ACCBC's employer brand.

"I want to put more power into the hands of the candidates so that they can self-select themselves, and LinkedIn gives us that" says Golshani-Shirazi. In 2013, 25% of the company's senior hires came via LinkedIn, in fact according to Masoud, "ACCBC has made several senior appointments through LinkedIn: I've used it recently to find an FMCG CEO in Iran and I found 90% of the candidates on LinkedIn." The company has managed to reduce the agency spend by 30% through multiple recruitment process, LinkedIn being a major player in this process. ACCBC's has also seen an improvement in their time to hire which has now come down to a 60 working day period on average, measured from assignment sign-off until offer acceptance for all senior vacancies.



ACCBC's Career Page on LinkedIn

### Top Tip:

*"Always apply filtering questions under any job posting: it saves a lot of time screening profiles."*



**Lennard Parlevliet**  
Corporate Resource Manager, ACCBC

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