

"Due to business growth, expansion and ever changing business models, Al Ghurair Investment is constantly on the lookout for the right talent to fill new roles. LinkedIn provides that platform to reach out to potential candidates who can fill those positions."

Fahd Malek
Group Vice President Human Resources, Al Ghurair Investment

Al Ghurair Investment Unifies its Employer Brand with LinkedIn



Highlights

- Decreased time to hire by 40%
- Sourced 90% of hires in 2014 from LinkedIn
- Increased LinkedIn followers by 218% in one year



Company Profile

With over 6,000 employees globally, Al Ghurair Investment is one of the largest diversified industrial enterprises in the Middle East, with global reach and business roots stretching back half a century. Founded in the early 70s, the Al Ghurair name is synonymous with the UAE and they are proud to be part of its rich heritage.



The Challenge

Al Ghurair Investment (AGI) operates in various sectors from foods, resources, construction, properties, energy and ventures which include retail, printing & publishing and education. Sameera Fernandes, Head of Communications and Corporate Affairs at Al Ghurair Investment, explained that "having such a diversified portfolio of offerings spread across the region is of great significance, and it was important for us to have a unified brand identity and positioning across our diversified businesses." In 2008, the Group decided to rebrand the company and unify all their business lines under the "Al Ghurair Investment" umbrella.

That's when the firm turned to LinkedIn as part of their rebranding strategy "We decided that we should focus on "who we are" and that's where we adopted LinkedIn to help us in our strategic communications, especially through the digital platform" said Sameera.



The Solution

Finding Quality Talent

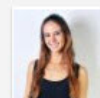
Over the years, Al Ghurair has relied heavily on recruitment agencies and job portals to seek talent.

With LinkedIn Recruiter, each business line has the power to tap into millions of talented professionals on LinkedIn and find the talent they are looking for. "It helps me map the market by myself and choose the candidates I want" said Fahd Malek, Group Vice President Human Resources, Al Ghurair Investment.

"The quality of hire I achieved with LinkedIn is the thing I am most proud of."

Fahd Malek, Group Vice President Human Resources, Al Ghurair Investment.

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The Solution

Strengthening Al Ghurair's Employer Brand

After the rebranding, Al Ghurair needed a platform to communicate its new structure and strengthen the group's presence in the UAE. Apart from other marketing initiatives, creating a Company Page on LinkedIn with affiliated pages proved to be the most promising solution. "We wanted to be known in the key areas of our business. It is great that through LinkedIn, we were able to successfully reach out to our loyal stakeholders. Candidates are not only applying to our company but they also understand what it stands for and what the culture is" explained Sameera.

"At Group HR, we enhance the process by which we bring people on board. The recruitment function is streamlined in such a manner to provide open communications and transparency to our candidates right from the very start. With face to face meetings and in-depth interviews, we ensure that potential candidates understand the AGI culture and journey from the beginning."

Fahd Malek, Group Vice President Human Resources at Al Ghurair Investment.



The Result

Recruiting Quality Talent

LinkedIn has become an integral part of Al Ghurair's recruitment strategy, "We are focusing now on international talent and LinkedIn helps us find this talent from all around the world" said Fahd. To date, Al Ghurair has hired 90% of its staff through LinkedIn "We were able to directly target the passive candidates, the ones that we really wanted" explained Fahd.

"50 percent of senior management has been recruited through LinkedIn in the past 2 years"

Fahd Malek, Group Vice President Human Resources at Al Ghurair Investment.

Strong Internal Collaboration between Communications & Human Resources

The Corporate Marketing Communications and Human Resources departments work very closely together at Al Ghurair; aligning their talent brand with their company & global strategy "We decided to adopt the social network of choice LinkedIn to connect and reach out to professionals both in the B2B and B2C arena. Showcasing the breadth of our offerings on this platform is a way to enhance openness, brand exposure, transparency and most importantly credibility. It's a key platform for professionals and it has a wide reach and this is aligned with our global strategy in terms of market expansion and diversification" stated Sameera.