

Case Study

ThromboGenics



Highlights

- Saved hundreds of thousands of dollars in agency fees by finding 81 percent of its U.S. hires on LinkedIn.
- Looked at InMails as marketing rather than recruiting tools and crafted targeted messages to attract passive candidates.
- Leveraged the power of the network by encouraging the viral nature of LinkedIn Job Slots.

Company Profile

ThromboGenics, a \$1 billion global biopharmaceutical start-up, focuses on the discovery and development of innovative medicines that treat eye disease, vascular disease and cancer. Headquartered in Leuven, Belgium, it has 100 employees worldwide with facilities in the United States, Ireland, the United Kingdom and Germany. Its global human resources team consists of five members in Belgium and one in the United States.

Business Challenge – Identifying High-Quality Talent

In February 2011, David Gluck joined ThromboGenics as a senior human resources consultant to lead recruitment, policy and procedure development, and compensation for the company's U.S. commercial business. Holding responsibility for acquiring U.S. and European talent, David knew he needed to maximize available resources to reach his lofty 2011 hiring goals. He looked to LinkedIn to provide him access to a wide range of high-quality candidates.

He began by using his personal, upgraded LinkedIn account to expand his network and send the maximum allotted number of InMails to passive candidates. While this was a good start, he wasn't able to reach as many candidates as he had hoped. David contacted LinkedIn in search of a more comprehensive solution and found his knight in shining armor, LinkedIn Talent Solutions.

"LinkedIn is truly a way of connecting with people regarding opportunity as well as representing our company in different mediums," David said.

Relinquishing the Search Task to LinkedIn

LinkedIn Recruiter gives David the broad capability to connect and communicate with the high-quality, passive talent he was previously unable to reach. Through industry job boards, he found active job seekers who met one or two of the criteria he was looking for. On LinkedIn, however, using a combination of the precision search engine and InMail messaging, David uncovers professionals who fully meet ThromboGenics needs, whether or not they're job hunting.

"Recruiter's search capabilities are extremely powerful and effective in reaching highly skilled candidates across all job roles," he said.

“My LinkedIn account team is absolutely the best on the face of the planet. They’ve gone above and beyond expectations in terms of what they’ve been able to deliver to me and helped us gain maximum exposure for our company.”

David Gluck, Senior Human Resources Consultant, ThromboGenics

David realized the power of the search engine as he began posting positions to the company’s 20 Job Slots. The more than 50 matches per position that he received saved him the time of going out and finding people himself.

“To me, that is one of the biggest attractions. It helps you determine whom you want to send that InMail message to, and that is a very powerful thing,” he commented. “As opposed to sending the message to 20 people and not knowing whom you’re sending it to, the list is based on the job you posted.”

David also found that many are quick to respond. He’ll often hear from people within hours of sending a message. While not all of the respondents are looking for jobs right now, it almost immediately opens the door for communication and helps him to fill current openings and build a pipeline for the future.

Crafting Strong Messages That Go Viral

David has found that the key to his more than 90 percent response rate is in the messages he crafts. He views them as a marketing tool more than a recruitment tool and created strategic, candidate-centric InMails that introduce ThromboGenics as a company and focus on why he is interested in the candidate.

“Many recruiters cut right to the chase of what the job is, forgetting that they’re speaking with a human being,” David said. “You’ve got to appeal to the individual. When you reach out to somebody who may not be looking for an opportunity, the message has to be one they want to hear.”

The social networking aspect and ability for candidates to view and forward jobs to their contacts has boosted the number of individuals expressing interest in ThromboGenics. Based on ThromboGenics high success rate and expanded reach, it has made LinkedIn its primary source for talent acquisition.

Partnering for Success

Since David joined ThromboGenics, he’s found 81 percent of the company’s U.S. hires through LinkedIn. The solution has saved ThromboGenics more than \$200,000 in third-party recruitment fees. New hires range from administrative assistants to senior-level medical professionals specializing in ophthalmology to marketing professionals, with salaries ranging from \$70,000 to \$400,000.

“We are very pleased on the return on investment because LinkedIn is truly a partnership and has been great in helping us to get where we are,” David said. “My LinkedIn account team is absolutely the best on the face of the planet. They’ve gone above and beyond expectations in terms of what they’ve been able to deliver to me and helped us gain maximum exposure for our company.”

LinkedIn User Tips

- Consider Recruiter as a messaging tool, not just a recruiting tool. Create a message that will appeal to candidates about opportunities specific to their experience and interests.
- Make sure candidates can easily contact you, and be sure to respond in a reasonable time and give them the attention they deserve, because remember, you contacted them first.