

Thermo Fisher SCIENTIFIC

LOCATION

Waltham, MA

NO. OF EMPLOYEES

70,000+

INDUSTRY

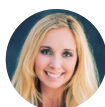
Research

Thermo Fisher Scientific Elevates Talent Acquisition with Employee Advocacy

Challenge:

Thermo Fisher Scientific is the world leader in serving science, with a key focus on hiring quality candidates for its many divisions around the globe. The organization pursues top talent for numerous science-related positions (naturally) but also seeks to fill roles in IT, software, finance, quality, and more. The scale of Thermo Fisher's operation presents hurdles in this regard. "We struggle with brand awareness outside of the scientific community, and so it would cost us millions of dollars to build that talent brand awareness in all the markets that we're in," says Adrienne Sullivan, Global Employer Brand Leader. "We're in over 600 locations across the globe, and to scale and localize in each of those markets is a challenge for us."

"We're getting that high quality, highly experienced professional engaging with our content and ultimately converting to a hire."



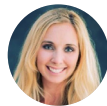
Adrienne Sullivan

Director of Talent Acquisition - Global Employer Brand Leader, Thermo Fisher Scientific

Solution:

To get the word out both strategically and authentically, Thermo Fisher Scientific decided to empower its employees through an advocacy program with LinkedIn Elevate. This effort was initially focused on talent acquisition, but additional benefits soon emerged. At a time where organizations are increasingly recognizing the need for improved alignment and collaboration between various departments, Thermo Fisher has also been able to incorporate sales and marketing, amplifying results for both and driving real revenue impact. “One of my pillars for a successful program is internal partnerships and understanding the power of those partnerships,” says Sullivan.

“We receive feedback from our recruiters and our hiring managers that the candidates they’re speaking with are commenting on content they see when they’re doing research about Thermo Fisher. So that’s really exciting to see.”



Adrienne Sullivan

Director of Talent Acquisition - Global Employer
Brand Leader, Thermo Fisher Scientific

Results:

62%

increase in reach

2X

the industry benchmark in
average engagement rate

Employee advocacy has had a tremendous effect on talent acquisition for Thermo Fisher Scientific, which finds that 18% of global hires have at one point engaged with its LinkedIn Elevate content. The average engagement rate with these posts is 12% — nearly double the industry benchmark. Sullivan remarks that leadership engagement has been critical in setting the standard, and tight alliances with other departments have lifted performance significantly. After partnering with marketing, which helped influence content strategy, the Elevate program saw a 62% increase in reach.

Visit business.linkedin.com/elevate to get started with LinkedIn Elevate.