



Strong employer brand supports global expansion.

SUCCESS STORY

Talking about global expansion is one thing. Executing at a high level is quite another. **Logistyx Technologies** had ambitious plans to enter new markets; plans that would be powered by specialized IT professionals with the right skills and the proper cultural fit. Employee testimonials on the company's LinkedIn Career Page drew candidates, while LinkedIn Recruiter helped the company create a team from the ground up in Singapore.



Ramping up with Recruiter

LinkedIn Recruiter played a lead role in building teams for several new offices opening around the world.



Getting the right fit

Direct contact with potential candidates through LinkedIn has enabled the company to maintain a distinct and compelling culture.



Finding the talent to power growth

90% of roles needed to keep pace with Logistyx's expanding business are filled through LinkedIn.



THE CHALLENGE

Finding talent to keep pace with growth

Specialized software developers and analysts were the core of Logistyx Technologies' recruitment needs, required to keep pace with an expanding business and ambitious growth plans. The talent management team also needed to recruit more sales people as new offices were opened.

THE SOLUTION

Building a powerful talent brand

Success started with a strong talent brand. Weekly status updates to Logistyx followers and engagement with relevant LinkedIn Groups were critical to developing a talent pipeline. The brand-building process was continued with a [LinkedIn Career Page](#). This helped bring the culture of the company to life, with features like employee testimonials focused on the experience of working at Logistyx. [LinkedIn Recruiter](#) also played a key role as the company built a team from the ground up in Singapore.

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There is no way that we would have been able to build the teams that we have without LinkedIn Recruiter.

Susan Barron

Marketing Executive
Logistyx Technologies

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