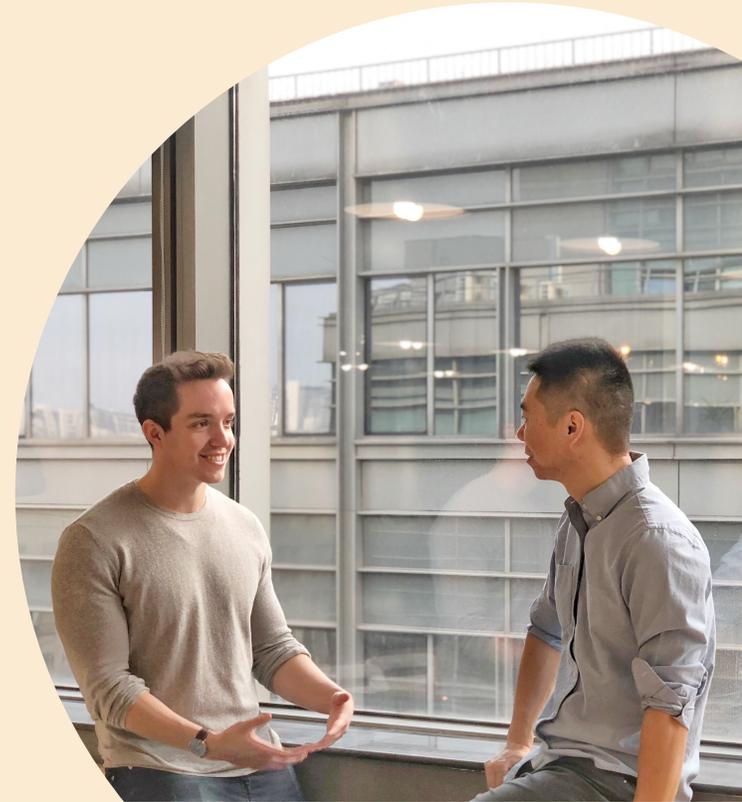


# Finding out where talent is gathered

## Wei-Ying Ma's challenge

As ByteDance continues to grow internationally, it is increasingly in need of global talent. Wei-Ying Ma was tasked with locating the best talent. Which country develops the best engineers? What city will be the next tech hub? How will we explore untapped talent pools, seize opportunities, and take their offices to the next level?



## The solution

Talent Insights helped Wei-Ying Ma discover that Warsaw, Poland has shown potential for being their next R&D Center.



### Poland

Talents pool compared with needs :  
**100 X higher**  
1 Year Growth: **28%**  
Hiring Demand: **Very High**

“

*LinkedIn Talent Insights helped to find the best location for our new R&D Center. By learning from the Global Talent distribution map, I was able to locate the best place and take my team to the next level.”*



**Wei-Ying Ma**

Head of AI Lab, Vice President,  
ByteDance

## The results

Using Talent Insights, Wei-Ying Ma was able to find the best location that gathers engineering talent and reach target candidates.

**The Talent distribution map** helped Wei-Ying understand the allocation of target candidates

**Discovering the flow of talent** from location to location helped predict the next talent hub

**Higher return on recruitment investment** by targeting open positions to locations with a large talent supply