



LANDMARK
GROUP

Landmark Group builds a talent strategy powered by data.

SUCCESS STORY

The Head of Talent Acquisition at **Landmark Group** wanted to engage company leadership in strategic conversations about global talent to guide recruitment, but needed access to competitive and talent data across geographies. LinkedIn Talent Insights provided data to facilitate global talent mapping that enriched discussions and shaped acquisition strategies.



Insights shape sourcing strategies

Talent Insights inform decisions on talent sourcing, including how to target top talent by geography, skills, and company.



Data fuels key initiatives

Talent Insights data influences decision-making on key diversity initiatives.



Talent pool analysis helps set expectations

Compensation analysis identifies where to best source talent and helps manage internal stakeholder expectations.



THE CHALLENGE

Understanding the global talent landscape

Anuj Tiwari wanted to engage company leadership in strategic conversations about the global talent landscape. To do so, he needed relevant insights on competitors, the workforce, and skills by business function across geographies.

THE SOLUTION

Data validates assumptions and shapes strategy

Tiwari conducted talent mapping across numerous global organizations using [LinkedIn Talent Insights](#) to analyze skill trends, compensation benchmarks, workforce diversity, and talent movement between business segments. Data validated internal assumptions about the global talent landscape and identified emerging skills, jobs, and regional compensation trends. He now brings valuable insights to the leadership table to elevate discussions and move the company forward in executing its overall talent strategy.

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LinkedIn Talent Insights will play a significant role in driving business conversations moving forward. It's a major strategic shift in sourcing and recruiting analytics, arming talent leaders with the strategic information they need to advise business leadership.



Anuj Tiwari

Head of Talent Acquisition, Corporate HR
Landmark Group

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