

How Minsait became the top choice for tech talent by reinventing their employer brand and increasing awareness

The challenge: Showcasing Minsait's digital transformation expertise while building a cohesive narrative for its workforce

- Distinguishing Minsait from their parent company's legacy brand, as this hindered the company's ability to attract top talent.
- Defining a new employee value proposition to effectively communicate the company's story and create a sense of belonging among employees.
- Balancing external talent attraction with internal employee engagement, while aiming to become an employer of choice in the IT sector.

The solution: Establishing a distinct brand identity, fostering employee engagement, and securing key IT talent

- Recognising LinkedIn as a key channel to communicate Minsait's new brand messaging.
- Leveraging LinkedIn's Career Page and Life tab features to implement and enhance a new employer branding strategy.
- Presenting company values and culture on LinkedIn, allowing employees to better connect and engage with the brand and explore growth opportunities.
- Following up on internal focus group studies to address challenges in hiring and talent attraction.

+53%

conversion rate

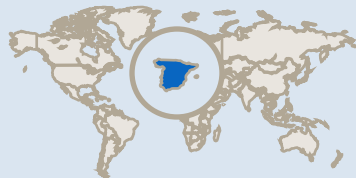


4.5-5k

hires in 2023
in Spain

+70%

new followers



IT Services and Consulting | 44K+ employees

Goal: Showcase a unique brand story, engage employees, and attract top talent in the IT industry.



Since the launch of our employer brand in March 2023, we have successfully hired more than 12,000 professionals globally at Minsait and reduced unwanted turnover ratios by more than 5%, which is something we are very proud of."



Sofia Collado Echaure
CHRO at Indra Group

