



Scaling at Speed with Data-Led Insights

Peter's challenge

Showpad has tripled in size over the last two years and shows no signs of slowing its pace of growth as it expands its presence globally. Peter Geiregat, Vice President of People, needed talent pool insights to strategically guide the company's expansion.



The solution

Peter turned to LinkedIn Talent Insights to assess different markets to help inform his decision of where to open a new office, where to locate new employees and what universities to partner with in order to source the best talent.

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Using more relevant data is without any doubt the biggest opportunity in HR. Talent Insights has been critical in helping Showpad grow at scale throughout a range of markets globally.



Peter Geiregat

Vice President, People
Showpad

The results

Determined new office locations by finding rich talent pools in Wroclaw and Munich

Build competitive benchmarking to better inform their commercial and internal HR activities

Optimise workforce distribution using Talent Insights to determine resource needs in each market

Create a strategic University partnership by identifying that 80% of their entry-level talent in a critical market comes from a single university

Enhance business development by prioritising key markets for their Sales team