

SIEMENS

Siemens takes a creative approach to recruitment.

SUCCESS STORY

Siemens' strategic plan positions the company for rapid growth in the decades to come, and the path forward will require the very best talent. When Siemens set out to rapidly build its wind power business in the United Kingdom, the company turned to LinkedIn Recruiter, looking outside the industry to proactively approach and recruit passive talent with adaptable skills.

1,500

New connections to prospective candidates

550

Positions filled in 12 months

70

Technician positions filled during a 3-month campaign



THE CHALLENGE

Recruiting technicians for a young industry

The wind power industry requires new skill sets that are underrepresented in the existing global talent pool. To fill current needs and prepare for future growth, Siemens needed to revamp its approach to recruitment.

THE SOLUTION

Looking outside the industry

Siemens took a proactive approach to recruitment, looking outside the industry to find candidates with similar, adaptable skills who could be trained and developed. **LinkedIn Recruiter** provided Siemens access to a global talent pool so the company could identify, recruit, and build relationships with passive candidates from other industries in the region. Talent pipelining and targeted job postings through **LinkedIn Jobs** helped build a pool of relevant applicants.

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Posting jobs and hoping that the right candidate will apply is not enough anymore, we have to proactively look for these candidates and engage with them early on. LinkedIn Recruiter gives us access to a huge talent pool globally and helps us identify the right candidates for us.



Sabine Reiter

Project Manager, Global Talent Acquisition
Siemens

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