



Proactive recruitment drives Nestlé's business forward.

SUCCESS STORY

As an international consumer goods company, **Nestlé** regularly faces volatility and uncertainty in the marketplace—everything from changing customer preferences to fluctuating commodities prices. So it's critical for Corporate Head of Resourcing, Ben Clark, to source people with the proper skill set and the right cultural fit. LinkedIn Recruiter has helped Nestlé move from reactive recruiting to a more proactive recruitment approach. They've successfully streamlined the candidate research, outreach, and engagement process, helping local recruiters build and maintain talent pipelines with an eye toward future needs.

136%

Decrease in days-to-fill

38%

Growth in roles filled

0%

First-year turnover rate



THE CHALLENGE

Hiring the best in tight markets

With an international operation working to address highly specific needs in local markets, it has grown increasingly difficult for Nestlé to hire the very best. In particular, teams at Nestlé Purina USA and Nestlé Malaysia and Singapore were having difficulty sourcing skilled candidates. Together with local recruitment teams, Clark is always seeking new ways to source top candidates.

THE SOLUTION

Proactive recruiting

To connect sourcing with forecasted business needs, Nestlé has introduced proactive recruiting—with **LinkedIn Recruiter** as the catalyst. Local recruiters use LinkedIn Recruiter to build a pipeline of candidates that possess the preferred skill set. Nestlé Purina USA uses it for research and outreach efforts. And the Malaysia and Singapore teams court candidates for strategic roles, using LinkedIn Recruiter to drive director-level referrals. It's a proactive effort, backed by LinkedIn training that sharpens recruiter skills across the entire organization.

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We're on an exciting journey connecting market recruiting activities and leveraging our combined strengths.



Ben Clark

Corporate Head of Resourcing
Nestlé

[Learn more](#)