Are Purple Unicorn Hires Repeatable?

Robert Coombs
Head of Business Operations
CredSimple

Making Healthcare Administration Better

> "

It's not how you apply,
it's who you know.

And if you don't know someone,
don't bother.

FAST COMPANY

I Built A Bot To Apply To Thousands Of Jobs At Once—Here's What I Learned

As this job seeker's "faith in the front-facing application process eroded into near oblivion," a lower-tech strategy took its place.
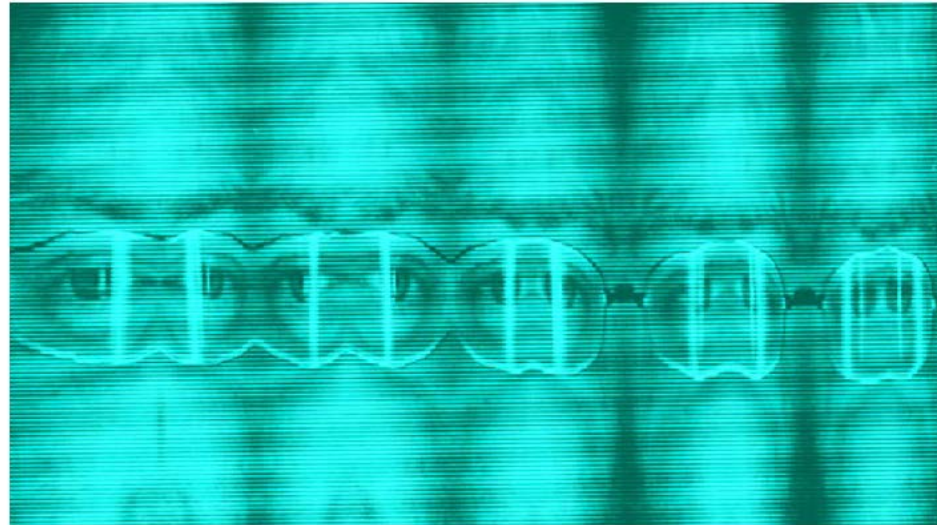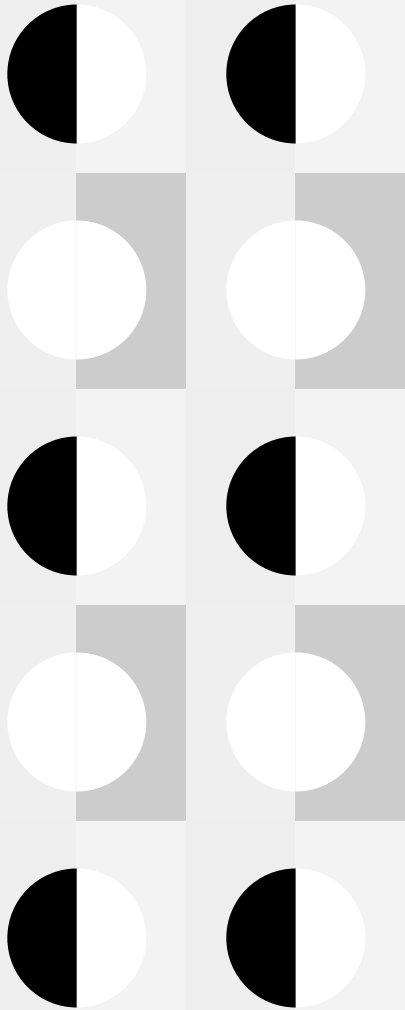

Photo: Flickr user Kai Schreiber

HIRING
SUCCESS 19

Candidate experience?

Meet an experienced candidate.

What is an algorithm?

Inputs: There should be some inputs which can be applied in algorithm.

Outputs: At least one result is to be produced.

Definite: Each step must be clear, unambiguous, and feasible.

Finite: An algorithm must terminate after a finite number of steps.

Effective: Algorithms should demonstrate fidelity such that if repeated with similar inputs it will generate similar outputs.

Algorithms in finance

Algorithms in finance

Inputs: News, reports, charts, historical trends/performance.

Outputs: Transactions that, (in aggregate, hopefully) make money.

Definite: Market ideology, time frame, trend tool, entry trigger, exit trigger

Finite: You can't make money without completing transactions

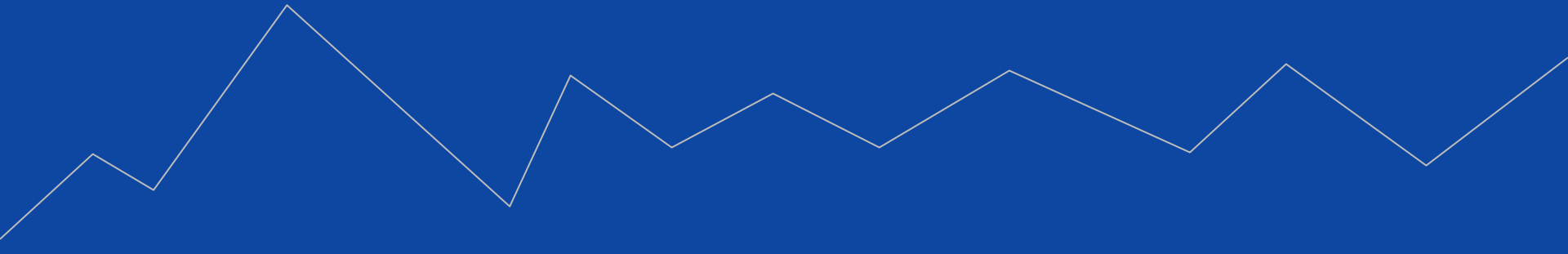**Effective:** If repeated with similar inputs, they result in $imilar de$irable output$.

Backtesting

Algorithms in recruiting

Algorithms in recruiting

Inputs: Job description, candidates (resume, job titles, experience, education, location), etc.

Outputs: A new employee

Definite: Lead, Cull, In Review, Interview, Offer, Hire

Finite: For the love of God, please make this end.

Effective: If repeated with similar inputs, they result in similar desirable outputs.

Backtesting in recruiting

Head of Marketplace

You will:
- Own, develop and successfully manage the Marketplace partner eco-system.
- Recruit and make successful every relevant partner across every relevant category to ensure the MarketPlace is the #1 for Recruitment apps and services.
- Drive product improvements and strategy, to ensure customers can manage all budget, analytics, and track the true cost of hiring within the SmartRecruiters platform.
- Generate and manage joint marketing opportunities, developer programs, and strategic partnerships.
- Be tied to a number, while driving revenue and managing P&L for the marketplace.
- Build a long term and sustainable business development strategy that meets SmartRecruiters' dream to grow and expand.
- This individual will be responsible for the entire strategy and execution of the Marketplace. In this role, you have the ability to envision new business opportunities, and the perseverance and aptitude to get them finalized.

Qualifications
- You have a deep network of partners in the HR Technology category
- You are a leader and a consistent winner through your career, with a hunger for more
- You have managed a portfolio of products from partners or your company's marketplace
- You have a deep understanding of recruitment budgets and where they are spent: marketing, sourcing, compliance, assessments, etc

Roy Baladi

1-3 filters for the perfect query

Head of Alliances

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SmartRecruiters
YOU ARE WHO YOU HIRE

HIRING SUCCESS 19

Lessons Learned

Continuity: what you're looking for and how you're looking

Repeat: analyze search/sort/filter, and advanced tools

Prospective: apply to live searches using retrospective candidates

Iterate: Can you refine the algorithm to be more efficient?

We Found Him!

Continuity: Disconnect between description and ideal candidates

Repeat: Follow unrestricted search to identify what filters are problematic

Iterate: Replace errant steps and/or manually review excluded candidates.

We Didn't Find Him

Choose Your Adventure Number

Select

51