

Talent Acquisition Landscape: Attract



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HIRING SUCCESS

TALENT TECH LABS TREND TALK



TALENT TECH
LABS



February 11, 2019



San Francisco, California

SPEAKER



JONATHAN KESTENBAUM

CO-FOUNDER | TALENT TECH LABS

Lawyer

Investor

Entrepreneur

Professor

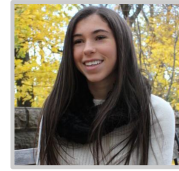
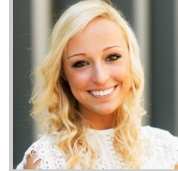
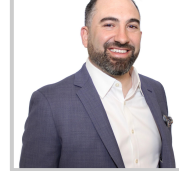
OVERVIEW

TALENT TECH
LABS

MISSION



IMPROVE THE STATE OF THE
ART IN RECRUITMENT



CURRENT

ENTERPRISE USERS



Bank of America

intuit



BMO Bank of Montreal



Disney



SIEMENS



PwC



STAFFING FIRMS



[genuent] relationships matter



KFORCE



the delta companies



EMPLOYBRIDGE

SpencerStuart

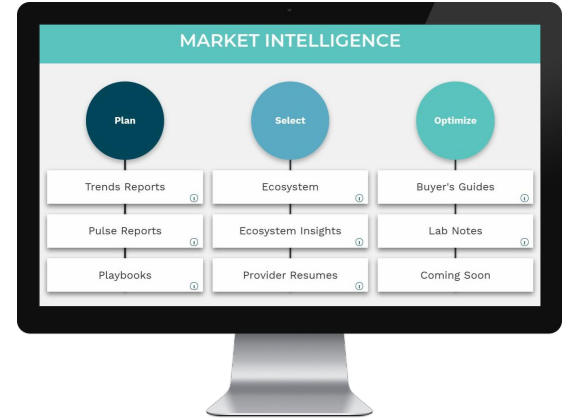
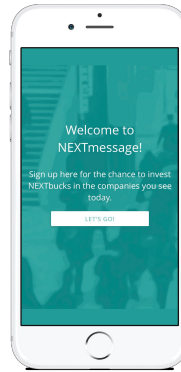
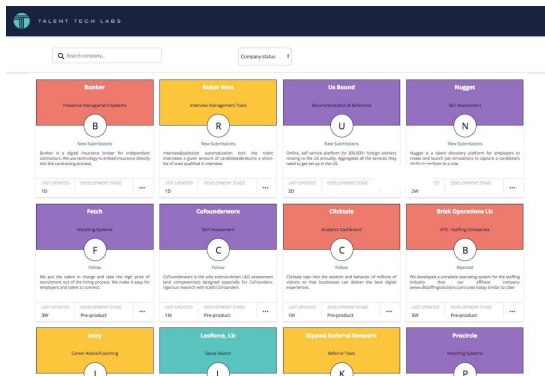


HOW IT WORKS

WE TRACK EMERGING
TECHNOLOGY
COMPANIES

WE ANALYZE THE
INFORMATION

WE BRING CLARITY
TO THE MARKET



TAXONOMY

SOURCE

ENGAGE

SELECT

HIRE

CANDIDATE FOCUSED

EMPLOYER FOCUSED



EDUCATION SESSION

LEARN ABOUT TRENDS IN TALENT
TECH

**NEW “PLATFORM”
EMERGING IN TA:
RECRUITMENT
MARKETING**

EXAMPLES

CAREER SITES

 Clinch™



PROGRAMMATIC ADVERTISING

 recruitics

 jobAdx



CRM

 beamery

 phenom people.



CONSIDERATIONS

M&A and Market Developments:

ATS starting to buy CRM. Point solutions consolidating into holistic recruitment marketing platforms.

Market Share: 2017: 22% use of CRMs at the enterprise level. 2018: 44% of all companies reported use of a CRM, with the majority of growth coming from large enterprises. 2019: 63% of companies reported use. [Source: TTL Corporate Trends Survey]

Why Now: You want to create a better candidate experience and capture passive candidate who will be responsive to you when you do want to extend them an opportunity. Measured in conversion increase and candidate NPS.

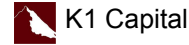
Why it Matters: “Post and pray” no longer an effective talent acquisition strategy. Systems of Record being disrupted by Systems of Engagement, and Recruitment Marketing Platforms will become central component of TA.

February 2019

June 2019

November 2019

Acquirer:



Acquired:



Terms:

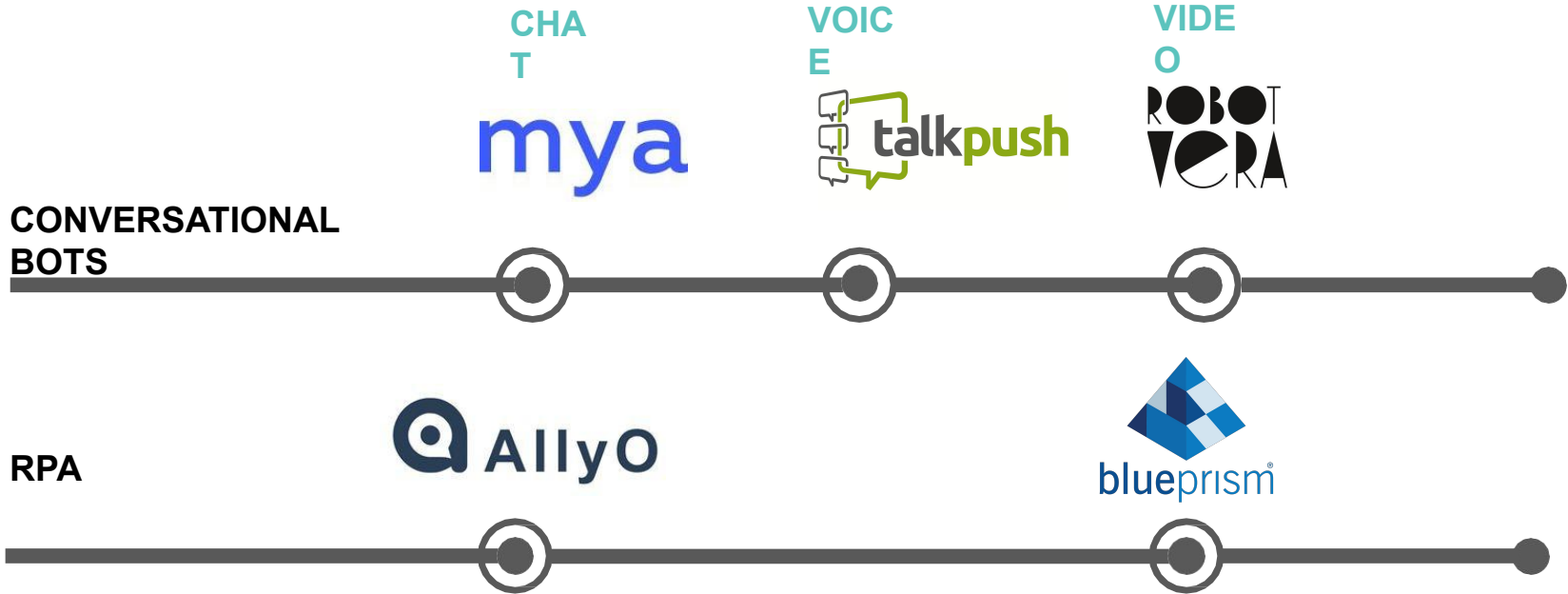
\$200 million

Not disclosed

Not disclosed






**BOTS EVOLVING INTO
TWO DISTINCT
SOLUTIONS**

EXAMPLES



CONSIDERATIONS

M&A and Market Developments: Bots have been recipients of massive funding.

	TA-FOCUSED BOTS					RPA BOTS	
COMPANY	 Allyo	 eightfold.ai	 mya			 Ui™	 AUTOMATION ANYWHERE
FUNDING (\$mm)	\$64	\$52	\$32	\$1bn	\$550		

Market Share: Overall TA use still low (16% in 2019) but interest high and use cases promising; adoption 2X 2018 levels.

Why Now: Bots become an engaging way to collect information through intelligent workflows and across many different point solutions. Can scale recruiting processes w/o adding sourcer/recruiter headcount (e.g. Compass hires ~100k per year w/ only 25 recruiters, enabled by Paradox (Olivia)).

Why it Matters: Bots have been oversold on their AI capabilities. It's main use cases today are process automation and collecting info from candidates in a scalable way.

**NEW CATEGORY OF
TALENT DEMANDS
NEW SERVICE
MODEL**

EXAMPLES

TEMP LABOR
MARKETPLACES

Upwork™

fiverr

toptal™

FREELANCE
MANAGEMENT SYSTEMS

SHORTLIST ✓

kalo

DEPLOYMENT
PLATFORMS

shiftgig™

WORKN

CONSIDERATIONS

M&A and Market Developments: Upwork and Fiverr listed publicly in Oct 2018 and June 2019, respectively (UPWK, FVRR). Uber launched Uber Works, an on-demand staffing model, in Chicago in October 2019.

Market Share: TTL sees massive growth coming for Freelance Platforms, as they only penetrate ~5% of the contingent labor market currently. Historically growth driven by SMB, future growth driven primarily by enterprise (e.g. Upwork 125% net client spend retention at enterprise customers vs. ~104% overall).

Why Now: Time to Hire, availability of global talent pool, on demand skill sets. Alternative to staffing agency/contractor spend, and in some cases to adding internal headcount.

Why it Matters: Most companies are struggling with significant skills shortages. Freelance platforms open up a global or even national talent pool, but most companies haven't developed the expertise and management capabilities to engage this new labor pool.

**TRADITIONAL JOB
DISTRIBUTION IS
BECOMING
OUTDATED**

EXAMPLES

PROGRAMMATIC
ADVERTISING

 Appcast™

 VONQ.

 JOBTARGET®

JOB BOARDS/
DISTRIBUTION

 upward.net

 ZipRecruiter®

CONSIDERATIONS

M&A and Market Developments: ZipRecruiter raises \$156M in Series B funding, StepStone acquires Appcast, TMP Worldwide acquires Perengo, Capital D acquires majority stakes in VONQ

Market Share: As of 2019, 44% of companies reported to use some form of job distribution technology to distribute their job posts, and 21% also leveraged programmatic advertising tools.

Why Now: Traditional job distribution alone is not enough to give companies the insights they need to decide which advertising methods are most effective.

Why it Matters: New forms of job distribution tools are smarter and more cost effective. Companies can pay by job post performance, manage their budget, and understand which job boards are most effective for different types of roles to attract higher volumes of candidates.

**TALENT
INTELLIGENCE. A
NEW CATEGORY?**

EXAMPLES

CRMs



MATCHING SYSTEMS



SOCIAL SEARCH



CONSIDERATIONS

M&A and Market Developments: CRMs, Matching Systems, and Social Search tools are beginning to collect and leverage user data to help companies make strategic decisions around talent.

Market Share: The number of companies that choose to implement CRMs rises by ~21% each year since 2017. Social Search sits within 35% of companies and Matching Systems at 15%. However, the use Matching technologies could potentially be hire as they are frequently incorporated in other TA tools.

Why Now: Access to the right talent, make smarter hiring decisions, data to support hiring decisions, strategic workforce planning.

Why it Matters: Companies need insights to hire people with the right skills. Talent Intelligence helps organizations identify and target the best talent pools before their competitors.

QUESTIONS & DISCUSSION



TALENT TECH LABS

***LET'S CREATE THE FUTURE
TOGETHER™***

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