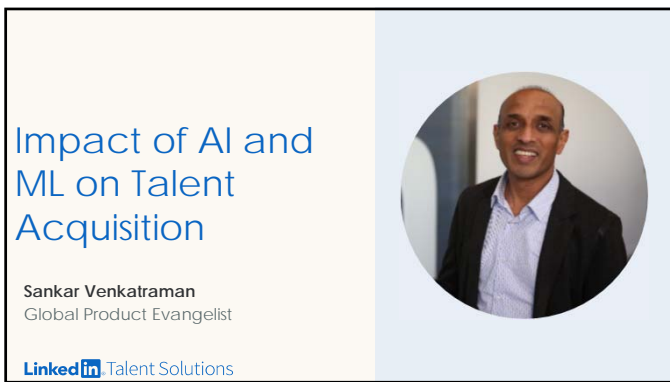


Speed Talk: Impact of AI and Machine Learning on Talent Acquisition

Sankar Venkatraman, Global Product Evangelist, LinkedIn

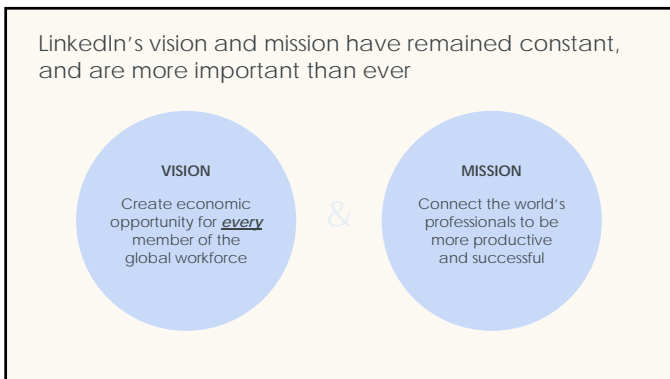
ExecuVision



Impact of AI and ML on Talent Acquisition

Sankar Venkatraman
Global Product Evangelist

LinkedIn Talent Solutions



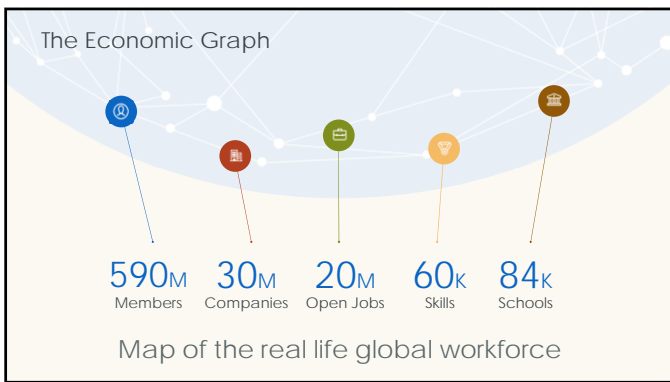
LinkedIn's vision and mission have remained constant, and are more important than ever

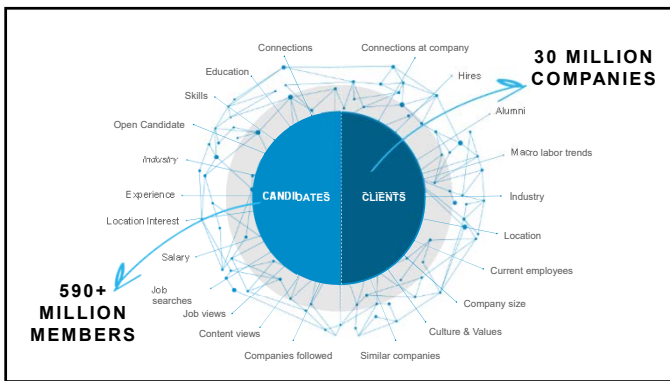
VISION
Create economic opportunity for every member of the global workforce


MISSION
Connect the world's professionals to be more productive and successful


“Members first”
Our most important company value











Data and automation: AI/ML in Recruiting

AI/ML in action


Person behind the profiles means we know



How we learn about the person behind the profile:


- MEMBER DATA
 - What members say on their profiles (identity)
 - What actions they take on LinkedIn (includes both affinities & intentions)
- LINKEDIN TECHNOLOGY
 - What their words and actions say (inferences made via machine learning & AI)

AI/ML drives value to LinkedIn members/customers



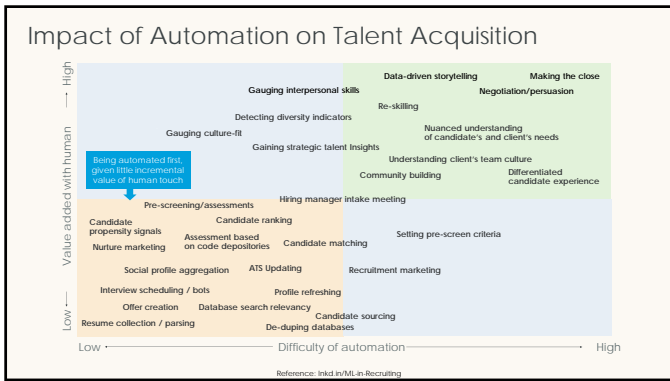
Recommendations

Recommend items to a member to optimize one or more objectives of interest
(E.g., connections, job applies, engagement/revenue)



Search

Provide answers to individual's query by searching through a large set of data
(E.g., member search, job search, company search)



So what does it mean for TA professionals?

Move beyond finding quality candidates

To *being a strategic client/candidate partner*



