

# Attract the best talent & scale up fast with vsorce.

## About the Company

Pandora Media Inc. is a consumer-oriented music discovery service headquartered in Oakland, California. In 2015, the company made several acquisitions including Rdio and Ticketfly. In 2016, the company had revenue of \$1.38 billion and over 2,200 employees.

Pandora began working with vsorce in 2013 soon after their IPO on the New York Stock Exchange. At the time, the company had several hundred employees and was preparing for a period of rapid growth.

## The Challenge

In order to quickly scale, the company had recently brought on a new VP of Recruiting, and had hired a large number of contract tech recruiters. The company's executive management had made a commitment to follow in the footsteps of companies like Google and Facebook to hire the best tech talent in the Bay Area. In a time of unprecedented demand for top talent, this would pose a major challenge for a relative newcomer like Pandora who did not yet have a top tier reputation among the tech community.

Pandora needed to be able to hire at scale, while also maintaining very high quality standards.

The company identified the need to transition from reactive recruitment towards a longer-term pro-active approach to talent acquisition.

Type of hiring: Engineering, Product Management, Sales & Marketing



Invest in Employer Branding  
—Pandora must lead with the company values and tell its story within the Bay area community



Recruiters become brand evangelists, focusing less on search, more on engagement.



Maintain the highest standards of Data integrity, and keep building up thorough knowledge of the talent pool.

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vsorce has been a huge part of our success here at Pandora

—  
Matt Valentino,  
Senior Director of Recruiting  
Pandora

## Fast Facts on Pandora

- HQ in Oakland, California
- Revenue of \$1.38 Billion
- Acquired Rdio & Ticketfly by 2015

## The Engagement

Pandora partnered with vsource through a 100 day pilot, during which time vsource showed value by:

- Reducing the amount of time that Pandora's recruiters spend on manual search, thus increasing the number of candidate connects and improving engagement.
- Increasing the company's knowledge of the talent pool by building a thorough database including both passive and active candidates, also providing multiple insights on the talent pool such as diversity, seniority, skills and matching level.

After the 100 day pilot, Pandora increased their engagement with vsource and still remains a top customer three years later. Over this time, the vsource engagement has evolved to support a broader range of activity with greater strategic value.

## By the Numbers



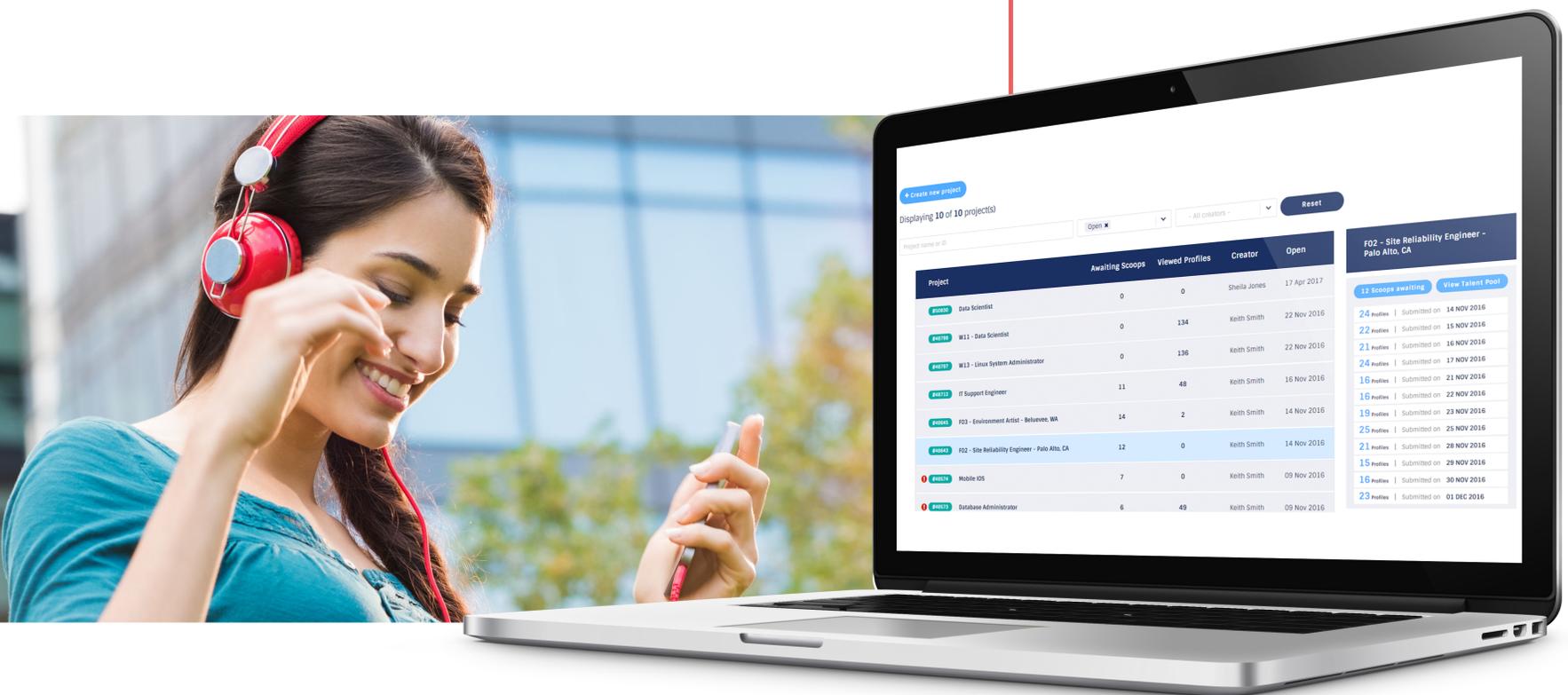
52% of recruiters say that they can't find talented candidates (Source: MRI Network)



37% of recruiters say that recruitment diversity will be their top priority in 2017 (Source: LinkedIn)



To make a great hire, a technology company needs 250 candidates per open role (Source: Glassdoor)



## Overview of Pandora's Engagement with vsource

### KICK OFF

- Understanding the industry
- Understanding the company's hiring preferences
- Identifying similar companies

### INTEGRATION

- Read-only integration with Jobvite
- OneLogin support: single sign on for all Pandora users.
- Thorough integration with Avature

### TALENT UNIVERSE MODELLING

- Broad mapping of the industry to support talent analytics, strategic risk analysis, and creative engagement initiatives.
- Sourcing and updating candidates' information, including contact and social media accounts,
- Cluster Analysis and Interactive Visualisation of Talent Universe, providing critical input into talent acquisition strategy

### DIVERSITY SOURCING

- Pandora's current workforce benchmarked against industry
- Analysis of talent pipeline and job search parameters to validate the capacity for change.
- Within one month, a high profile diversity hire was made on a mature requisition.

### ADVANCED ANALYTICS

- Funnel Analysis: Examining progress ratios throughout the recruitment lifecycle.
- Hiring Competitiveness: Supply vs Demand heatmap across the US for selected job functions.
- Prediction of candidates likely to change job soon.

## ABOUT VSOURCE

vsource is a premium on-demand talent sourcing solution that blends smart technology with human intuition and recruitment experience. vsource assists recruitment teams to become more efficient, improve throughput with talent searches, and gain insights into the available talent pool. Additionally, vsource provides specialized opportunities to improve diversity through sourcing, and to gain business insights through organizational mapping.



VSOURCE.IO