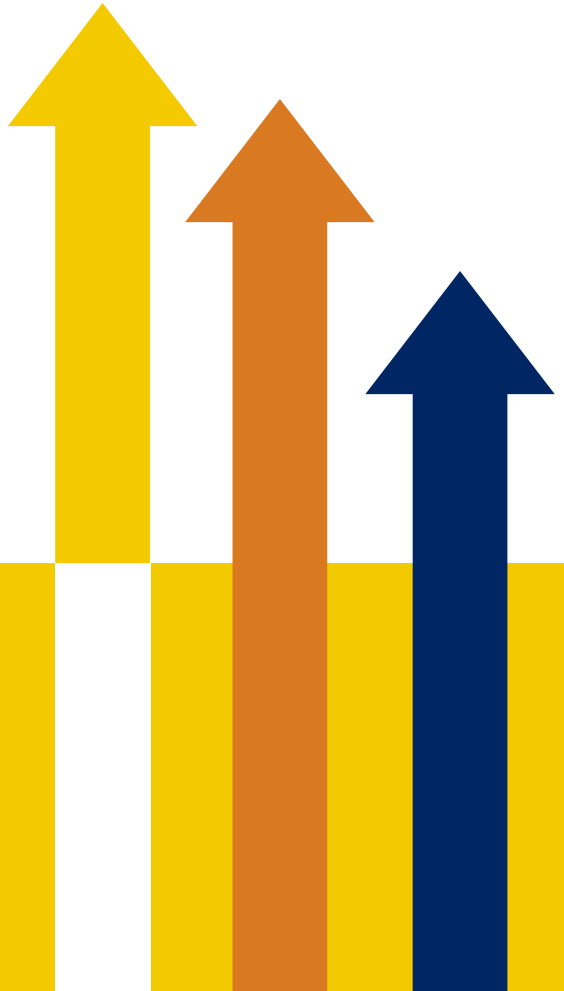
RECRUITING TECH TALENT

MAURA QUINN

MARCH 14, 2018

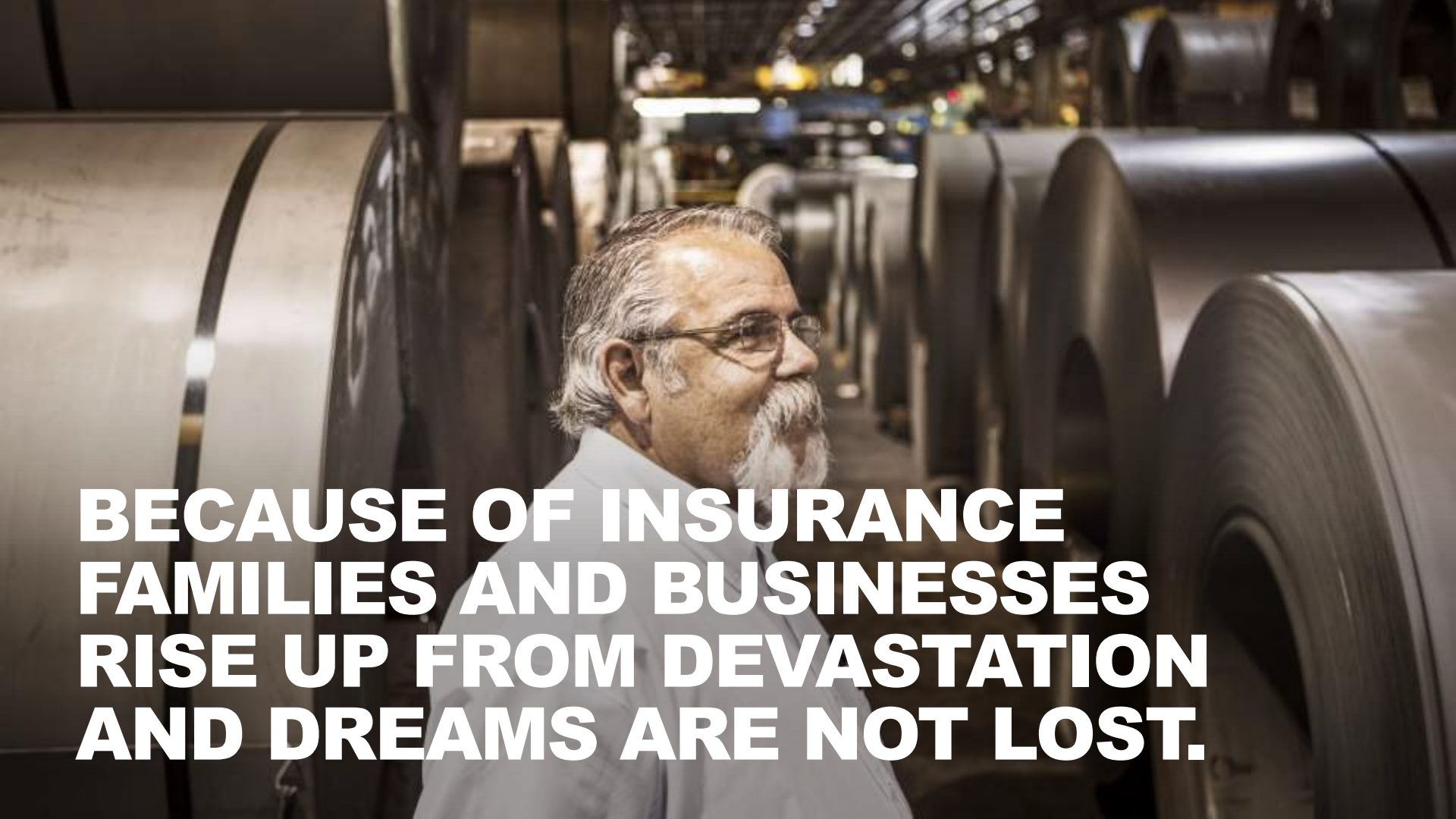


Liberty Mutual INSURANCE

Why work for an insurance company?

HAVE A HAND IN THE HAPPINESS OF OTHERS.

WHEN PEOPLE HAVE A SENSE OF SECURITY, THEY'RE FREE TO RELAX, VENTURE OUT, LIVE THEIR LIVES.


BECAUSE OF INSURANCE
FAMILIES AND BUSINESSES
RISE UP FROM DEVASTATION
AND DREAMS ARE NOT LOST.

WE WORK TOGETHER TO HELP PRESERVE AND PROTECT WHAT PEOPLE EARN, BUILD, OWN AND CHERISH.

GO TO WORK WITH
THE FEELING THAT
WHAT YOU DO MATTERS.

IN A WORKPLACE
THAT FEELS
LIKE YOU.

FOR US IT STARTS AT OUR CORE WHERE WE HAVE THE FOUNDATION

History

People

Management Systems

Technology

WE'RE IN A RAPIDLY CHANGING AND EVOLVING INDUSTRY BEING PUSHED BY OUTSIDERS

WE'RE RIPE
FOR INDUSTRY
DISRUPTION

UBER
WE'RE RIPE
FOR INDUSTRY
DISRUPTION

WE'RE RIPE FOR INDUSTRY DISRUPTION

INCREASED
NEED FOR
TECHNOLOGY
INNOVATION

DEMANDS
OF EVOLVING
CUSTOMER
EXPECTATIONS

DEMANDS
OF EVOLVING
CUSTOMER
EXPECTATIONS

DEMANDS
OF EVOLVING
CUSTOMER
EXPECTATIONS
NETFLIX

WE'RE ON IT!

WE'RE ON IT!

WE'RE ON IT!

WE'RE KEEPING A PULSE ON WHAT'S NEXT

Next-Gen Vehicles

Connected Home

Shared Economy

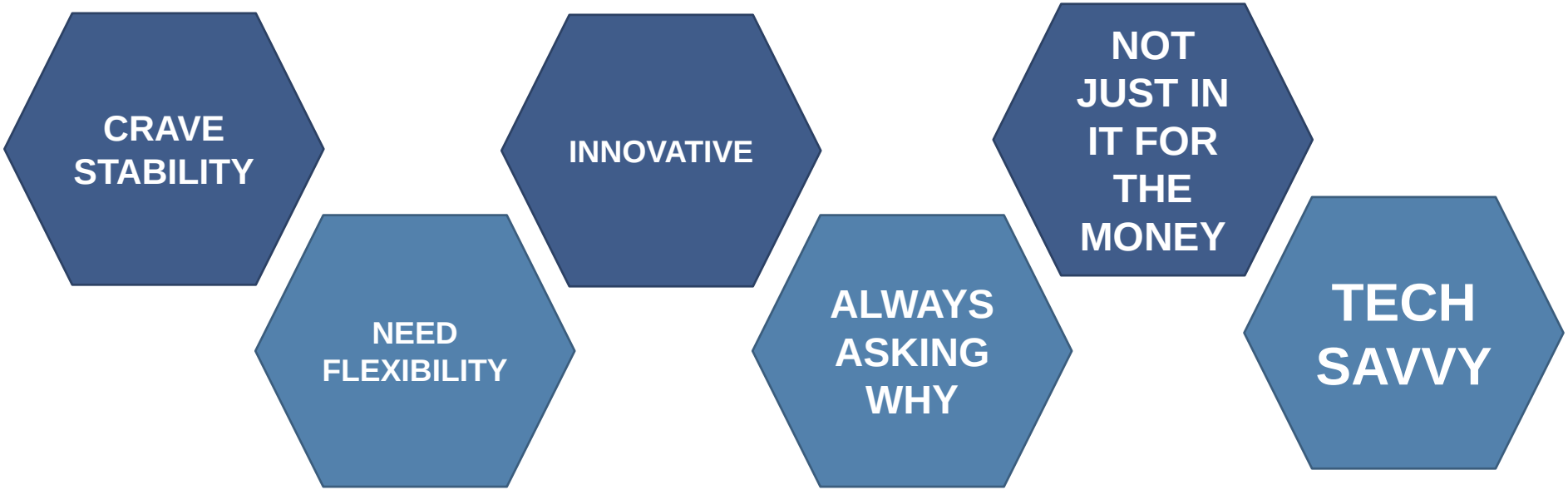
THE BEST TECH SECRET

A DIGITAL EXPERIENCE WILL ENHANCE THE CANDIDATE EXPERIENCE

THE BEST TECH SECRET

TechCampus.LibertyMutual.com

WHAT DO YOU THINK OF WHEN I SAY MILLENIALS OR GEN Z???



WE'RE LOOKING FOR PEOPLE WHO ARE:

We provide all the makings of a great career, then you're free to take it from there. We seek aspiring leaders who bravely take the reins, dive in and help shape the course of our company. Show us your entrepreneurial spirit, your tech savvy, your ability to think outside your job title. Seek out opportunities for change, then drive them. Collaborate. Speak up. Branch out. Laugh. Your happiness will lead us to great places.

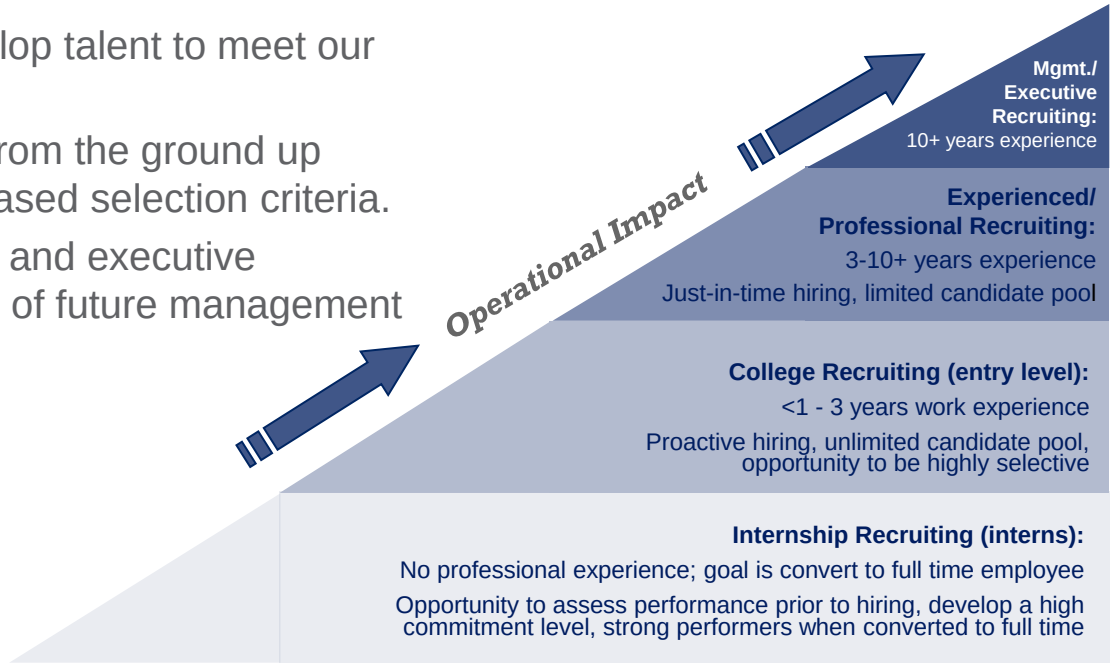
20+ PATHS INTO LIBERTY MUTUAL

Adaptable
Solution-Driven
Innovative
Analytical
Customer-Focused
Tech-Savvy
Team-Oriented
Business-Minded
Creative

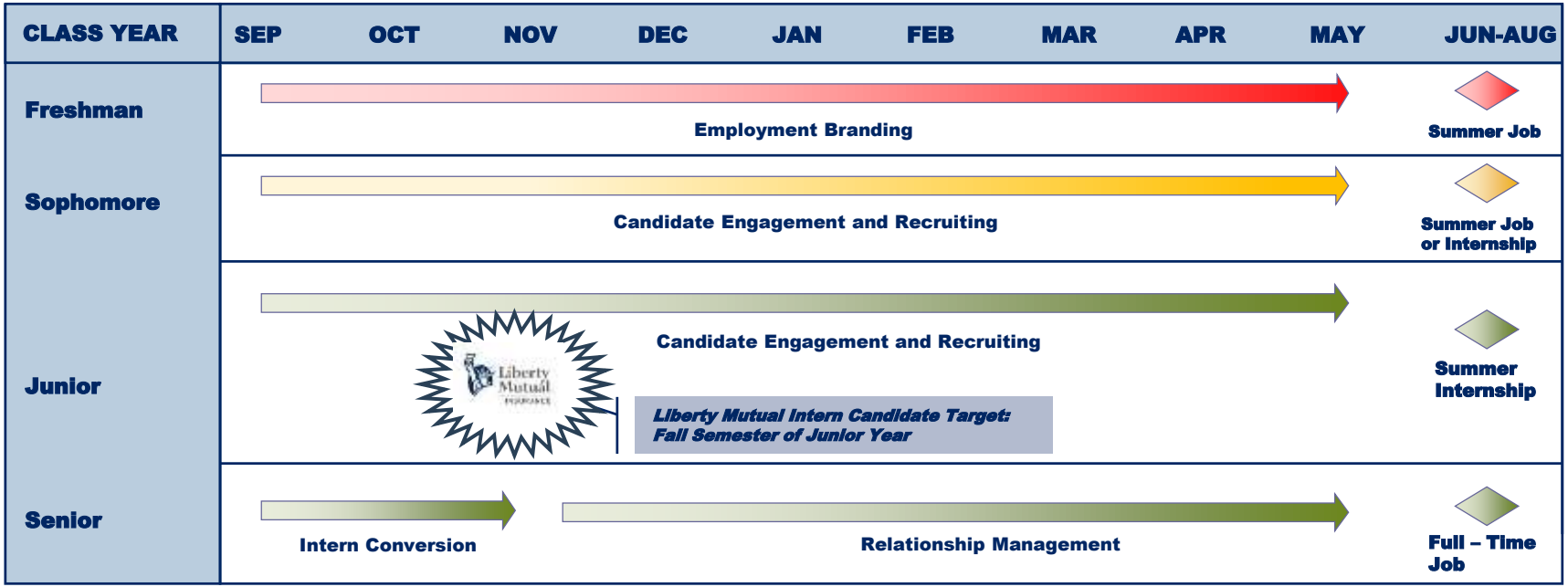
CAMPUS RECRUITING VALUE PROPOSITION

Why Campus Recruiting?

- Provides the opportunity to develop talent to meet our own specific business needs.
- Builds a culture of commitment from the ground up through targeted, competency-based selection criteria.
- Complements experienced-level and executive recruiting by providing a pipeline of future management talent.

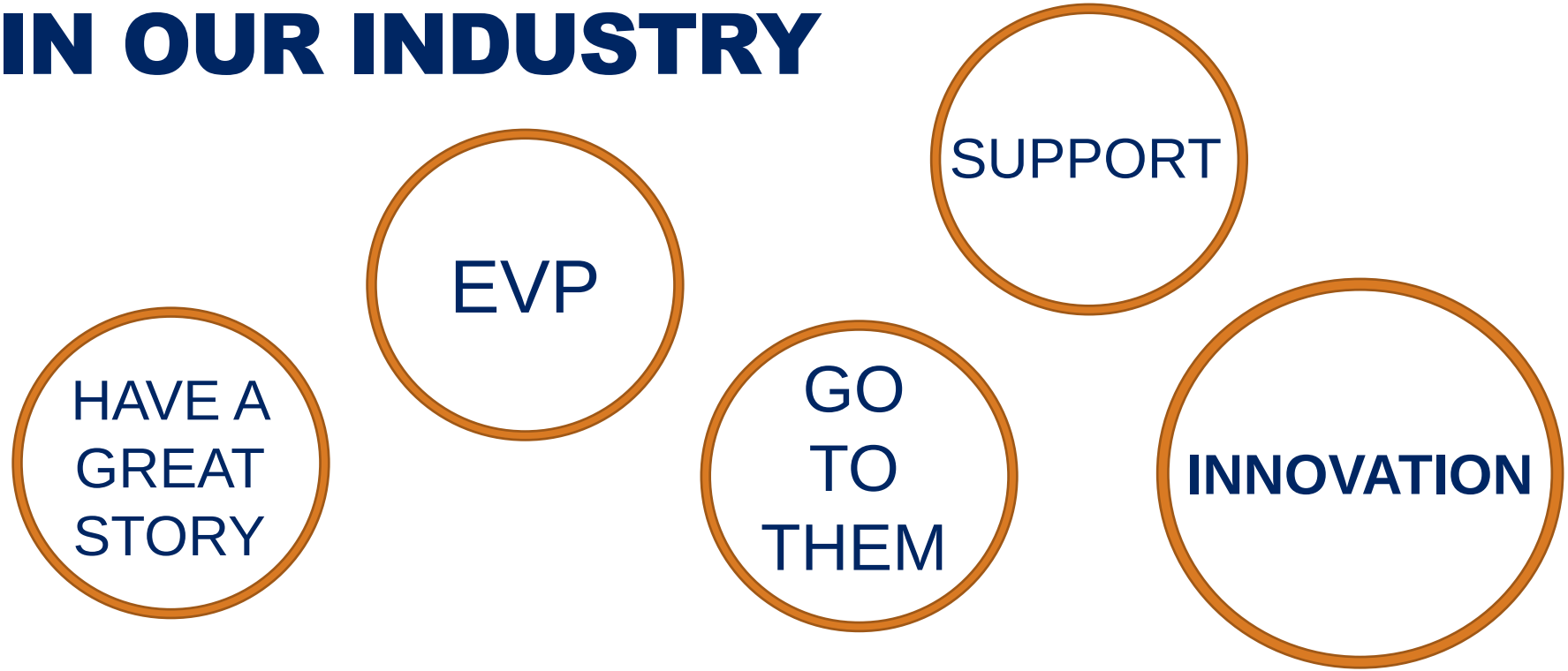


UNDERGRADUATE SOURCING STRATEGY



Competition among companies for top undergraduate students begins during their Sophomore and Junior years. Successful interns are then converted to full time, college hires upon graduation.

HOW DO WE ATTRACT TECH TALENT IN OUR INDUSTRY



HAVE A GREAT STORY

Name something that you buy, that you wish you will never have to use?

- Use your employees to share their personal experiences with candidates
- Send alumni back to schools with a ‘pre-packaged’ program to talk about careers in the industry
- Highlight the innovative and unique things your company or agency is doing
- Share what you are doing to support local communities
- Manage or promote your brand through Glassdoor and LinkedIn

KNOW YOUR EMPLOYEE VALUE PROP

The Give and The Get

- What are the rewards and benefits a student will receive in turn for doing outstanding work?
- Tangible and Intangible
- What skills do you need to support your organization?
- How will you reward talent for providing these skills and moving your business forward?

GO TO THEM

You have to show up where they live, work and play

- Get out on campus, but get creative!
  - In Classroom Presentations
  - TechTalks
  - Capstone Projects
  - Mentoring at Hack-a-thons
  - Executive Involvement

PROVIDE SUPPORT

Hire Interns!

- Start a mentor program for your employees and a local college
- Sponsor student organizations who host weekly meetings
- Provide scholarships for certain majors you need to target for your org
- Get involved with Capstone Projects and Case Competitions

INNOVATION

This is how you win!

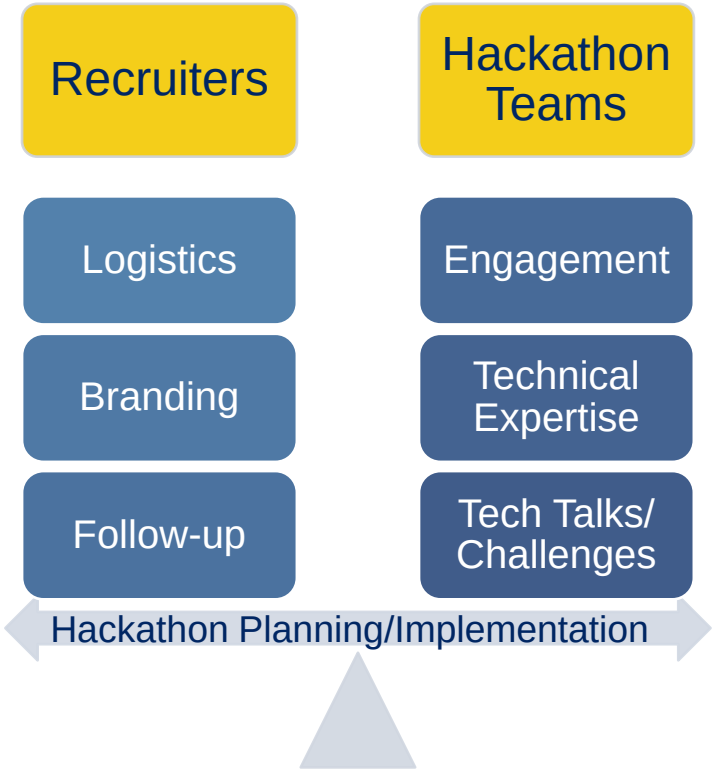
- What are you doing to set your brand apart?
- Continuously improving the candidate experience

- Our industry is being disrupted….so should our recruiting methods!
  - Virtual Reality
  - Escape the Room
  - IT Intern Hack-a-thons
  - National Partnerships
  - Tech Challenges

OUR 2017-18 HACKATHON SEASON STRATEGY: POSITION LIBERTY MUTUAL AS AN INNOVATIVE TECHNOLOGY COMPANY OF CHOICE

- Take a targeted and deep approach, maximizing sponsorship dollars and reach
- Engage technical employees early and share ownership of the planning process
- Leverage technology in all phases to reinforce our brand as an innovative tech company of choice
- Capture full and timely feedback and measure qualitative/quantitative ROI

WE PLAYED TO OUR STRENGTHS, ENGAGING OUR TECH ALUMNI BASE EARLY AND SHARING OWNERSHIP OF PLANNING/IMPLEMENTATION

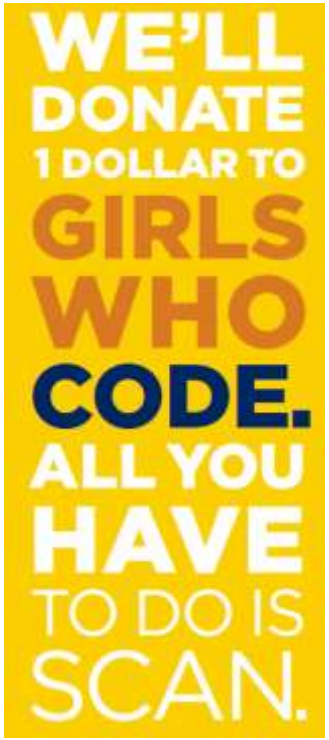


OUR HACKATHON TEAMS MADE A POSITIVE IMPACT THROUGH ENGAGEMENT AND MENTORSHIP

18,000 WOMEN ATTENDED GHC 2017 IN ORLANDO, FL

- 39 Liberty Attendees
- Pre-Conference Engagement
  - Student workshops
  - 5 TechStart Interns selected to attend GHC
- Interactive Booth
- Evening Event
- ABIE Award Sponsorship
- Interview Process

THE UPDATED BOOTH
WAS INTERACTIVE
AND ENGAGING FOR ATTENDEES



GIVEAWAYS

MADE A BIG IMPACT

AND WERE SOME OF THE TOP ITEMS FOR ATTENDEES

2017-18 IT CAMPUS RECRUITING MILESTONES

Recruit Once, Hire Twice

- *Strong intern conversion results provided us a pipeline to kick-off our full-time hiring this fall.*
- ***2017 TechStart class made up of 50% former interns and 2018 TechStart class will be close to 90% former interns***

- *Enhanced the customer experience at the **2017 Grace Hopper Conference** leading to **9 acceptances** for the 2018 TechStart fulltime & internship classes to date*

- *Sponsored **6 university hackathons** enhancing our technical brand by providing student challenges leveraging the **Solaria Labs Shine API***

- *Partnered with internal technical teams to sponsor **3 capstone projects** in Computer Science & Software Engineering at UMass & UNH*

//TechStart {@Liberty}

- ***Streamlined interview process** for TechStart@Liberty to move candidates through the hiring process more efficiently and ensure a **better candidate experience***

- *Improved IT Intern Programming by executing the **Intern Innovation Experience** including design thinking, rapid prototyping and testing with 71% responding favorably to the event*

QUESTIONS?