

pandora™

# Case study

Attract the best talent & scale  
up fast with Starcircle



starcircle

*Location*  
 **California**

*Revenue*  
**\$1.38 billion**

*No. of employees*  
 **2,000 employees**

*Industry*  
 **Media**

## 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 Starcircle 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.



**Using Starcircle has been the best strategic decision we've made in recent history. It's boosted our bottom line by 12%.**

**John Williams HR Director,  
Pandora**

## 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 proactive approach to talent acquisition. Type of hiring: Engineering, Product Management, Sales & Marketing.



## The engagement

Pandora partnered with Starcircle through a 100 day pilot, during which time Starcircle 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 Starcircle and still remains a top customer three years later. Over this time, the Starcircle engagement has evolved to support a broader range of activity with greater strategic value.

# The overview of Pandora's engagement with Starcircle

## First 100 days

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

## Avature 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

## 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

- ▶ LoreFunnel Analysis: Examining progress ratios throughout the recruitment lifecycle
- ▶ Hiring Competitiveness: Supply vs Demand heatmap across the US for selected job functions