


Biopharmaceutical Company

Est. 1980

Employees

10,000+

Headquarters

Thousand Oaks, CA

Early Talent Hires per Year

120 interns, 90 full-time new grads



How Technology Expands Amgen's Diverse Talent Pipeline & Student Reach by 90x


97%

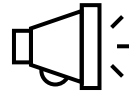
of target schools submitted applications



received

3.8x

more applicants from underrepresented groups over 3 years


18,000

students reached on Handshake



“Handshake gives us the ability to target not just degree concentrations, but also campus organizations that support diversity initiatives. It’s all about reaching populations we didn’t have access to before.”

– Alicia Urutia

Talent Acquisition Manager

Amgen, one of the world’s leading biopharmaceutical companies, relied on posting jobs at campus career centers to pull in qualified candidates for both its technical and non-technical roles. By partnering with Handshake, Amgen expanded candidate diversity among undergraduates, masters, and MBA students while bumping up applications from target schools to 97%.

Challenges

Amgen’s recruiting team long relied on posting jobs one by one at campus career centers to hire for technical and non-technical roles. As they shifted their focus on building a more diverse early talent pipeline, they noticed their traditional approaches weren’t cutting it anymore. Amgen wanted to reach new, diverse, and qualified students with personalized messages, regardless of whether they could visit the school in person.

1. Early Talent Engagement on Campus

Amgen had traditionally posted its jobs at campus career centers, but recruiters weren’t receiving the applications they needed.

2. Lack of Qualified Diversity in their Pipeline

Despite posting jobs at campus career centers, Amgen wasn’t getting the diverse candidate pool it had hoped for.

3. Limited to Mostly “In-Person” Recruitment

Although Amgen has hundreds of open roles, its recruiting efforts were limited to the colleges and universities recruiters could visit in person. They needed to expand their network beyond only core schools where they could be physically present.





Solutions

To diversify its early talent candidate pool to include hard-to-find candidates for both its technical and non-technical roles, Amgen partnered with Handshake to craft personalized outreach based on candidate interests. This allowed Amgen to reach thousands of candidates at scale, many from diverse backgrounds and minority groups.

With Handshake Premium, Amgen is able to fulfill a more diverse early talent pipeline by personally engaging candidates across target universities and varying degree programs.

1. Customizable Search & Filtering Capabilities

By utilizing Handshake Premium's Segments, Amgen is now able to target students in undergraduate, masters, and MBA programs, enhancing their pipeline for technical and non-technical roles.

2. Expanded College & University Network

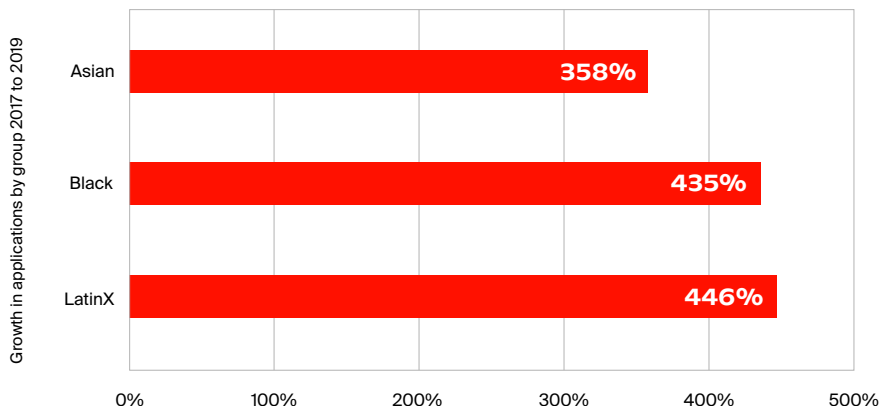
Amgen expanded its school network to include schools that they couldn't visit in person, adding new schools nationwide while improving their application rate from target schools to 97%.

3. Personalization at Scale

Through personalized outreach on Handshake, Amgen was able to reach 18,000 students in one year—a 90x increase from the previous year. Thanks to engagement on Handshake, the team enjoys 2.5x more qualified applications to its open roles.

Results

Amgen attracted a more diverse applicant pool thanks to Handshake Premium



“We are now reaching a specific population of students, and we are able to target quite accurately rather than post jobs and hope for applicants. This means we can help busy teams inside Amgen find the right talent at the right time.”

– Ali Hernandez
University Relations Lead

Reach out to learn how to build a proactive recruiting strategy.

employers@joinhandshake.com | joinhandshake.com/employers