



Best Places to Work 2020

Founded 1859

Headquarters

New York

Employees

2,800

Early Talent Hires per Year

750



EQUITABLE
ADVISORS

Equitable Advisors Trusts Handshake to Build a Reliable Funnel of Sales Talent



250%

increase in schools
with applicants



260%

increase in total
applicants YoY



14%

applicants sourced
from Handshake

Handshake Data from 2018-2019

Formerly AXA Advisors, Equitable Advisors helps clients manage their wealth wisely. Across the financial services industry, there's an urgent need for young talent—especially in sales. This meant Equitable Advisors needed a reliable, always-on pipeline of qualified early career candidates.

As a strong brand willing to adapt to new challenges, Equitable Advisors embraced Handshake's digital platform as part of a push towards virtual-only recruiting to support sales.

Challenges

Equitable Advisors is always looking for early talent to serve the needs of their consumers. Equitable Advisors needed an always-on hiring solution that could keep their seats filled with a pool of pre-qualified talent who are eager to relocate to their New York HQ and help their sales team hit their aggressive targets.



“Virtual is how we do things now, and we may not go back to the in-person events now that we see how easy it is with Handshake.”

– **Lauren Kelly**
National Hiring Manager
Equitable Advisors



1. Reaching More Students Nationwide

Equitable Advisors needed to fill open roles across 34 offices and HQ.

2. Building a Reliable Young Hiring Pipeline

Equitable Advisors wanted to reduce churn to hit growing sales goals.

3. Discovering Talent with an Edge

Equitable Advisors needed to go beyond GPA to find sales talent with grit.



Solutions

Equitable Advisors got the all-in-one recruiting platform of their sales team's dreams. With Handshake's network of 1,100+ partner schools, Equitable Advisors sourced, engaged, nurtured, and hired pre-screened applicants with search segmentation that went beyond coursework to find skills, background, and other key qualities that spell success—without waiting for a single career fair.

For Equitable Advisors, Handshake Premium's customizable platform was the solution for:

1. Tapping into an On-Demand Talent Funnel

Equitable Advisors leverages the Handshake network to grow and maintain relationships with students year-round, hiring as roles open instead of waiting for the spring and fall recruiting seasons.

2. Saving Time and Money in the Shift to Virtual

Equitable Advisors used to have a large on-campus presence and budget. Handshake's digital-first focus allows the company to both reduce travel expenses and easily identify talent who are in or willing to relocate to cities with their offices. Instead of qualifying students through one-on-one conversations, they leverage Segments and Campaigns to do the work for them.

3. Meeting Diversity and Inclusion Hiring Goals

With 180+ partner Historically Black Colleges and Universities (HBCUs) and minority-serving institutions, Handshake helped Equitable Advisors quickly source top-quality talent from underrepresented communities. Now, the sales team is doing its part to reflect Equitable Advisors' ambitious D&I hiring goals.

Results

Looking forward, Equitable Advisors is forecasted to **save \$8.9 million over 3 years from its partnership with Handshake** and considers **cutting their live events entirely and moving to virtual-only recruiting**.



3.6x

more unique job and Employer Page views YoY



66x

more unique candidates reached through messaging YoY



14%

of total applicants sourced from Handshake



“Handshake dominates the college and university hiring game. We would choose an applicant from Handshake over another source.”

– **Lauren Kelly**
National Hiring Manager
Equitable Advisors

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