

B/E Aerospace Uses CEB TalentNeuron Solutions

Client Success Story

To inform its candidate attraction and selection investments, B/E Aerospace partners with CEB TalentNeuron to analyze target talent markets and competitive trends.

CLIENT CHALLENGE

Make Smart Recruiting Investments

B/E Aerospace's HR team needed to identify talent in the ultra-competitive aerospace engineering labor market with not only next-generation strategic and innovation skills but also a willingness to relocate to Seattle.

SOLUTION

Insight-Led Recruitment and Sourcing Planning

We applied research from big data sources to objectively compare various cities based on the availability and migratory patterns of the talent pool.

We also monitored competitor information to evaluate market competitiveness and provided relocation "talking points" unique to the selected cities.

The total analysis helped B/E Aerospace target and prioritize its recruiting investments.

RESULTS

Efficiently Allocate Resources

Our solutions enabled B/E Aerospace to cost-effectively attract top-tier mobile talent.



- Aerospace & Defense
- 9,500 Employees (2013)
- US\$3.085 B in Annual Revenue (2013)

"We were successful in attracting talent from the target cities and relocating them to Seattle without wasting precious advertising dollars and recruiting efforts."

Jonathan Turner
Director, Global Talent Management

