



ABOUT BRISTOL MYERS SQUIBB

A leading global biopharma company focused on discovering, developing and delivering innovative medicines for patients with serious diseases.

EMPLOYEES

30,000

INDUSTRY

Pharmaceuticals

How Bristol Myers Squibb is sourcing more qualified and diverse early talent with Yello.

CHALLENGES

Highly specialized roles were tough to fill

Several roles at BMS are highly specialized, so much so that there are only 3-4 qualified candidates in the world. Roles within their co-ops were also difficult to source. Due to the specialization of these roles, hiring managers are looking for very specific skill sets. Additionally, these roles carry titles that are intimidating to most early career candidates. These factors, along with the limited candidate pool, led to difficulties filling these positions. Simply posting a job opening and hoping the right candidates applied wasn't cutting it.

Limited candidate pools and outcomes

Prior to using Yello Sourcing, the school selection process at BMS was based on employee preferences and existing relationships. While they had great relationships with their core schools, this approach limited their candidate pool and recruiting outcomes, especially when it came to sourcing diverse candidates.

Building early career programs against established competition

BMS's team was tasked with building a new early career program for the law department. The law department had an internship program, but no full time positions for these interns to funnel into. Most law graduates elect to work at big firms before considering a move to an in-house role. This made it difficult to find students who were interested in an in-house role, not to mention the competition BMS faced from large law firms for the top candidates. In addition to these challenges, some candidates reneged after accepting an offer.

“Yello Sourcing is a great peace of mind. I know while all the other wheels (of the recruiting process) are spinning, Yello is in the background, working and sourcing so that I can focus on other things.”

Danielle McGrath

Senior Manager, HR

Business Partner at BMS

327

diverse candidate applications from Concierge Sourcing

68%

of BMS's candidates from Yello identify as belonging to an Underrepresented Group

945

different schools attended by BMS's Yello Sourcing Candidates

WHY YELLO

Yello made it easy for BMS to reach more candidates while reducing labor for their recruiting team. Yello Sourcing enables BMS to **supplement in-person recruiting with automated sourcing tools like Automated Concierge Sourcing and Resume Drops**, broadening their reach and candidate pool.

Working in the background, Automated Concierge Sourcing surfaces the most qualified candidates for BMS's open positions, serving as an extension of their team and saving their recruiters time. Yello's team finds candidates who meet the criteria and qualifications specified by BMS and reaches out on their behalf to encourage applications for open roles.

Resume Drops provide the BMS team peace of mind because they know they will have a collection of interested candidates in line whenever an opportunity becomes available. With the stress of filling their talent pool off their plate, BMS's recruiting team can focus on other aspects of the recruiting process.

RESULTS

Resume Drops and Automated Concierge Sourcing have played a crucial part in helping BMS establish new programs. For a recent build out, they acquired over 7,000 resumes using resume drop before the position was officially listed. Initially looking to hire for 50 roles, BMS reviewed over 400 applications and extended 65 offers.

The first cohort for the law department's early career program is wrapping up, and they're planning to use Yello Sourcing again this fall to help source their second cohort. One of their initial cohort hires was sourced through Yello Sourcing.

When needing to fill highly specialized co-op roles, Automated Concierge Sourcing facilitated a significant increase in application volume from diverse, qualified candidates.

"Yello made it really easy. I go to my careers page, email you the URL and candidate criteria, and you get it taken care of and the resumes start coming in. I love it."

Danielle McGrath

Senior Manager, HR Business Partner at BMS

Interested in learning more about how Yello can solve your early talent recruiting challenges?

Request a demo today.

