



# Success Story

February 2025

socialtalent 

## Overview



**Industry:**  
Healthcare/Pharmaceutical

**Solution:** SocialTalent  
Learning Platform – Talent  
Advisor, Hiring Manager, and  
Recruiting Operations  
Learning Path

**Company size:** 81,000  
employees globally

Pfizer adopted SocialTalent's learning platform to establish a globally consistent and aligned recruitment process. By integrating external best practices with their internal processes, Pfizer equipped its recruiters, hiring managers, and operations teams with the tools necessary to excel in an evolving talent acquisition landscape.

# 100%

**Talent Advisor  
Training Completion**

# 75%

**Hiring Manager  
Training Completion**

# 100%

**Recruiting Operations  
Training Completion**





# Background

Prior to partnering with SocialTalent, Pfizer's recruitment training relied on internally developed content. This approach posed two major challenges:

- **Outdated Content:** Lack of resources to continuously update training materials to address the dynamic talent acquisition landscape.
- **Limited External Insights:** Internal focus prevented leveraging external knowledge and global best practices.

Pfizer sought a solution to bridge these gaps by providing up-to-date, globally applicable training while remaining aligned with their internal objectives.



## Why SocialTalent?

Pfizer was attracted to SocialTalent for several reasons:



**Engaging Video Content**  
Brief, easy-to-follow modules.



**Structured Learning Paths**  
Provided a globally consistent experience and clear role expectations.



**Progress Tracking**  
Ensured visibility and accountability through real-time tracking.



**Customization**  
Allowed Pfizer to tailor content for regional relevance while maintaining global alignment, notably enhancing Hiring Manager Training.



**Wendy Mayer,**  
Vice President, Global  
Candidate Experience,  
Pfizer

I have received such positive feedback from across the team on the Social Talent platform and content. The team has found the content engaging, easy to digest, and extremely relevant to the challenges they are facing as talent acquisition professionals.

They also are so appreciative that we are committing resources to their ongoing growth and development. It has been a win/win for our ability to improve the skills of our team and the ability to deliver a better experience for our candidates.

This has been one of my greatest team successes as a leader of Talent Acquisition at Pfizer.

## Approach

Pfizer rolled out three major learning paths, each tailored to different functions within the organization:

1

### **Talent Advisor Learning Path:**

Custom content tailored to Pfizer's requirements. Designed for six-month completion with 30 minutes of weekly learning.

Progress tracked with monthly team meetings and measurable performance goals.

2

### **Hiring Manager Training:**

A concise, one-hour program aimed at improving interviewing and decision-making skills.

Enhanced candidate experience and decision quality.

3

### **Recruiting Operations Training:**

Focused on up-skilling Recruiting Onboarding Delivery Associates (RODA) to ensure a customer-service-driven and globally consistent recruitment process.





**Audrey,**  
Sr. Manager, Program  
Management, Training  
& Operations, Pfizer

SocialTalent created the opportunity to effectively up-skill the entire team in a short period of time, empowering them with the skills required to deliver value to the business. It allowed for a consistent, global, and flexible approach to training and was a key enabler in the team's transformation to being recognized as strategic Talent Advisors.

The Candidate Experience team at Pfizer has been an absolute pleasure to collaborate with over the past year.

Our partnership began with the rollout of the Talent Advisor content to the recruiter teams, and their dedication and keen attention to detail made this a tremendous success, with outstanding engagement and evident up-skilling.

Their creativity in combining SocialTalent learning content with Pfizer-specific materials was flawlessly executed, leading to an impressive 100% completion rate among the Pfizer recruiting team.

We are now well underway with the rollout to the hiring manager population, and with the team's relentless drive for success, we're confident this will bring equally great results.

We look forward to continuing this genuine collaboration and strong partnership.

**Micheál**  
Strategic Relationship Manager  
SocialTalent



