



**When you are looking for a new job, there's no way you don't include Indeed in the search. You can already find the giant job site in over 60 countries and 28 languages. Sander Poos, Managing Director Benelux, talks about Indeed, the European market and his vision.**

**Expansion in perspective**

Sander: "Indeed is still expanding, especially internationally. In The Netherlands expansion of our services is our focus point. Indeed started its services by introducing a new way to help people find jobs. More flexible and driven by cost per click (CPC). After this, Indeed introduced its CV database. A service we are now focusing on is employer branding. The war for talent is getting more important every day. In the future expanding our services will be key. By the very nature of Indeed as a market leader we will be the first to introduce new services to make it easier for candidates to find a job but also to find the qualitative best job."

**Early adopter vs traditional**

"When it comes to the different markets we are serving, we can see that internationally the war for talent is a common factor. Economies are growing and everyone is searching for specific talents. Differences can be noted in the maturity of the different markets. The Dutch market is known as an early adopters market, which is open for new business and experiments. At the same time the Dutch market is brutally honest in feedback. Dutchies give an easy chance to start up but if you're not fulfilling expectations they will put you back on your feet. The Belgian and German market works in counter perspective: let's wait and see if it works and after that we will try ourselves. These differences make our everyday work more dynamic."

**Vision and prediction**

Sander has profound experience in recruitment and HR. He sees what is changing and it doesn't come as a surprise that he has well thought visions about the market. "The role of the recruiter is changing rapidly

and immensely. This trend can be followed in the US, England and The Netherlands. Back in the 90's, HR managers were responsible for recruitment but thanks to the internet hype companies like Dell hired people who were solely responsible for recruitment: so called recruiters. This changed and is still changing the entire market. The recruiter role is separating from HR to Marketing making it more common to have vloggers and bloggers on recruitment departments. 15 years ago this was unimaginable.

At the same time the role of recruitment offices are changing as well. Online CV databases focused on having a database as main capital. When shifting to the online services, the fear grew that recruitment agencies would become useless. After all, online databases can be accessed publicly. The remarkable thing is that it was exactly this period in which more recruitment agencies were founded. They could buy databases and with a small investment start their work. With the upcoming of social media candidates have become even more easy to approach. This makes the nowadays market even more interesting. Companies and candidates who prefer face-to-face contact will always exist but when back in the day you didn't have a choice, nowadays the opportunities are endless. "

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**Google for jobs?**

When it comes to new developments, we couldn't resist asking Sander about his view on Google for Jobs. "Changes will come and go in this market, for sure that's is a good thing. Indeed will focus on what we have always done: to help people get jobs. We will see how developments will continue. Indeed is sure of its vision on data and we embrace all developments in this field. Seeing this as a threat is one way to look at it: we see it as a chance."

**Xperience Xpectations**

"I'm really curious about the development OTYS has made. My expectations are high. The OTYS Xperience is an excellent opportunity for Indeed to change ideas with customers and reflect on our partnerships and needs. I expect a day and evening full of inspiration and a small reunion of people I have not seen in a (too) long time. I always enjoy meeting Jorrit at these events, we have known each other for a long time. I admire the fact that he has built his own company from scratch. Jorrit and I are a good match: we say what we think and that makes communication easy. "

**Sander Poos**  
**Managing Director Benelux**  
**Indeed**

