

Apparel Company

Est. 1996

Employees

15,800+

Headquarters

Baltimore, MD

Early Talent Hires per Year

100

**UNDER ARMOUR**

Under Armour's Small Campus Recruiting Team Expands Partner Schools by 40x

**496**schools
reached**4x**more applicants
than talent peers**72%**

email open rate

Under Armour might be known for its performance sportswear, but its offerings go beyond apparel to include technological advancements—in fabric, footwear, and mobile apps.

The Baltimore-based organization employs nearly 16,000 people globally, and recruits recent grads to help fill its open roles. Raising awareness of its game-changing products is crucial for consumers and potential hires.

Challenges

When Under Armour first approached Handshake, they were looking for an extension of their team and a technology partner to help them scale quickly. They also wanted to engage talent that represents the global population they serve.

1. Regional School Reach

Under Armour previously relied on recruiting early talent from a small group of schools, primarily in the mid-Atlantic.

2. Opportunity for Early Consideration

For the team, building awareness and consideration early on in a student's college journey is as important as filling entry level roles.

3. Strapped Team Bandwidth

Under Armour's limited team resources and bandwidth resulted in inefficient conversations with candidates when they were recruited on campus.



“With the [core schools] and traditional recruiting model, you're limited to students who are already interested in your brand and are unable to seek out students with backgrounds who better fit the brand's talent needs.”

– Bryan Kaminski

Director of Talent

Acquisition: Talent Programs





Solutions

Today, Under Armour engages talent as far as San Francisco, Atlanta, Chicago, and Detroit, and taps into underrepresented communities they didn't have access to before, which reflects the team's belief that great talent can be located anywhere.

By upgrading to Handshake Premium, Under Armour is now able to proactively reach out to their priority segments and meet with the right students at the right events, resulting in a digital footprint at schools around the country where they weren't physically present before.

1. Nationwide Student Network

Thanks to Handshake, Bryan and his team now engage students at nearly 500 schools, resulting in added visibility to students in both large cities and rural locations.

2. Higher Talent Engagement

Under Armour was able to boost candidate **email open rates to 72%** (3.4x the industry average)—and reaped the benefits of increased brand awareness among underrepresented groups and diverse institutions.

3. Leverage Over Talent Competitors

Today, Handshake **tops their applicant source list** among universities and other digital platforms. Under Armour also enjoys **4x more applicants, 3x more employer profile views, and 2x more job views** than their talent competitors.

Results

Under Armour is now more discoverable to more schools and students across the country through Handshake, leading to a more efficient use of the team's time.

Thanks to Handshake, Bryan and his team now meet with the right students at the right events and have a digital footprint at schools around the country where they weren't physically present before. The impact of the platform has made it possible for their student programs to more closely reflect the diversity of their consumers and deliver on their mission: Under Armour makes you better.



“Our customers are global and can come from just about anywhere. Qualified early talent can come from any school anywhere, too.”

– **Bryan Kaminski**

Director of Talent

Acquisition: Talent Programs

Reach out to learn how to build a proactive recruiting strategy.

employers@joinhandshake.com | joinhandshake.com/employers-premium