



## FILLING THE TALENT PIPELINE - FAST!

### Challenge

Owned by Samsung Electronics Corporation, Ltd., Samsung Austin Semiconductor (SAS) is a world leader in the technology of semiconductor fabrication. SAS's 2.3 million square foot Austin complex is one of the largest semiconductor fabrication centers in North America. And, with a cumulative investment of more than \$9 billion, it represents one of the largest foreign investments in the United States.

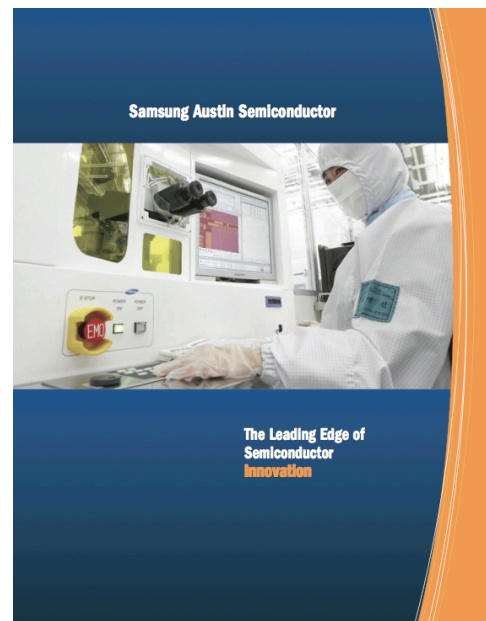
In order to realize the return on that investment, SAS needed to swiftly execute an aggressive recruiting campaign. But with only 2 percent of all new semiconductor fabrication plants under construction in the world located in the United States<sup>1</sup>, attracting a large number of qualified process engineers to Austin represented a critical challenge. SAS turned to PetersGroup for help.

### Strategy and Action

PetersGroup started by conducting a reputation and awareness audit of SAS's on-line presence.

Additionally, current employees and new hires of all position types/levels were interviewed about the SAS culture, recruiting experiences, and motivations for accepting and retaining employment with SAS, in order to gain a balanced account of the SAS employee experience. Upon synthesizing the data gleaned from the online reputation awareness audit and employee interviews, PGPR rolled out an aggressive recruiting campaign designed to enhance SAS' online reputation, increase current employee enrollment, and boost recruiting efforts.

PetersGroup led an on-site messaging session to zero in on SAS's unique differentiators and value proposition. Additional emphasis was placed on understanding and overcoming recruiting objections. Our integrated communications plan included developing a customized message platform, campaign theme, a complete set of new recruiting collateral and speaking points for recruiters.



### Results

SAS succeeded in meeting and exceeding their 2011 staffing targets. Thanks in part to the work done by PetersGroup; the SAS HR team is well down the path of building a culture of driven, goal-oriented individuals committed to deliver the best semiconductor technologies in the industry.

### References

Alliance for American Manufacturing. (2010) Manufacturing a better future for America