



BALTIMORE, MD



15,000 EMPLOYEES



600 HIRES YEARLY

Under Armour

Strategically diversifying their campus recruiting efforts and cultivating emergent talent.

THE CHALLENGE >>

Challenged by limited resources to invest significant time in campuses across the country, Under Armour needed a way to not only diversify their talent pool at scale, but build meaningful relationships with students they interacted with.

THE SOLUTION <<

With Turazo, they now **engage prospective candidates in more meaningful ways**. By incorporating current employees in their recruiting efforts, they cultivate better relationships with candidates while reducing travel cost and time out of the office.

+ THE STORY

When we first started working with Under Armour they didn't want to just recruit more candidates. They wanted to diversify their applicant pool so they could recruit **the absolute best candidates**.

But Under Armour's campus recruiting efforts looked all too familiar – expensive, time consuming, and resulted in limited opportunities to engage with diverse talent across different majors, geographies and schools

With Turazo, Under Armour has a whole new approach to recruiting. By building an early talent pipeline, their existing employees, called “teammates,” build genuine relationships with passive candidates, before they're interviewing. Turazo has unlocked schools and students that are harder to find, and **opened the doors to far more than the 20 schools Under Armour was able to visit previously**.



- Unlike other approaches that rely on abstract algorithms, Turazo helps you tap into a large pool of diverse candidates - those that don't show up in traditional resume-based screenings or campus events.

330

SCHOOLS
REACHED

875

STUDENT
INTERVIEWS

31

NEW
HIRES

THE OUTCOME

1



Under Armour was able to leverage existing university relationships to invite diverse students into their network.

2



Once accepted, students self-selected which employees they wished to instantly engage with from their phone or computer.

3



Employees participate as the most authentic resource to showcase mission and values in order to attract top candidates.

4



Our platform's rich, multimedia features – like newsletters and video updates – lead to a spike in candidate interactions.

“

The ability to connect students across the country with our teammates and to be able to provide them with an inside look into working at Under Armour, has been the greatest value of the platform.

Students receive guidance and advice on their professional development, and our internal team gets the opportunity to be part of our University Recruiting strategy.”

- Raphael Jordan, Manager, University Recruiting

