



RippleMatch helps Pfizer increase diversity by expanding their campus reach and handling the heavy lifting of the sourcing process.



PFIZER'S STORY

Pfizer is one of the world's largest pharmaceutical companies, responsible for supplying some of the best-known medicines and vaccines in the world. Pfizer ranks 57 on the 2018 Fortune 500 list of the largest U.S. corporations by total revenue.

52%
CANDIDATE
INTRODUCTION
RATE

363
CAMPUSES
REACHED

49
STATES
REACHED



"RippleMatch is a great tool for increasing diversity at the undergraduate level. The platform automates all of our sourcing work for us, which allows us to save time, while increasing diversity and candidate quality."

ALICE ALUKO-MCCRIMMON, SENIOR HR ASSOCIATE

PFIZER'S CHALLENGE

Pfizer has an established and successful campus recruiting program. Their HR team and business unit partners visit local universities during the school year and receive a significant volume of inbound applications for their openings. However, Pfizer wanted to increase diversity by attracting candidates from underrepresented backgrounds on campuses across the country.

PFIZER'S SOLUTION

RippleMatch helped Pfizer engage 7,555 candidates from 363 college campuses and 49 states. RippleMatch's software handled the heavy lifting, allowing Pfizer's team to focus on screening, interviewing, and hiring stellar candidates.