



**Good
AIdeas
Only, Inc.**

Why Synchrony is clAIrvoyant's Ideal Anchor Client

By Ryan Yu, Jiashen Wang, and Betsy Fridman

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Meet Team Conrad!



Ryan Yu



Betsy Fridman



Jiashen Wang

Agenda

1. The Anchor Client RFI: Our Perspective
2. Executive Summary
3. Data
4. Methods
5. Results
6. What you need to know about Synchrony

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Good Aldeas Only, Inc. requires an anchor client for their new talent acquisition platform clAlrvoyant.

- Goal: To transition from being a challenger to a leader in the talent intelligence sector
- An anchor client helps determine market positioning
- Three key criteria in selecting an anchor client:
 - Sector has immediate hiring needs
 - Company has eminence in their sector
 - Company does not utilize the talent intelligence platform of a current industry leader (Eightfold AI, SeekOut or Phenom)

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A sneak peek into our anchor client selection process

- Data we utilized: LinkedIn job postings, historical stock data, and key financial indicators for the past year
- Three step approach:
 - Identify sectors of interest
 - Identify leaders within each sector
 - Find the right industry leader for clAIrvoyant
- Synchrony Financial meets all three criteria for an ideal anchor client

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Three Angles to Look at the Problem

- Job Market Data
 - LinkedIn job postings
 - Used to identify hiring trends and demand for skilled labor
- Financial Data
 - Yahoo Finance and Crunchbase
 - Used to measure company scale, growth, and market leadership
- Market Research
 - IBISWorld, news articles, and company websites
 - Used to distinguish our desired market leaders from those working with competitors

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Our Three Step Approach

Step 1: Find the Demand. "Which industry needs us most?"

- Job posting volume
- Proportion of skilled labor, determined by education and training

Step 2: Find the Leaders. "Who are the winners in those industries?"

- Identify major players
- Compare by company growth and financial performance

Step 3: Find the Best Fit. "Who is the right partner for us?"

- Focus on long-term consistent growth
- Evaluate partnerships with competitors and standing in press

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Answering the Three Big Questions

Question 1: "Which industry needs us most?"

- Job posting volume
- Proportion of skilled labor, determined by education and training

Question 2: "Who are the winners in those industries?"

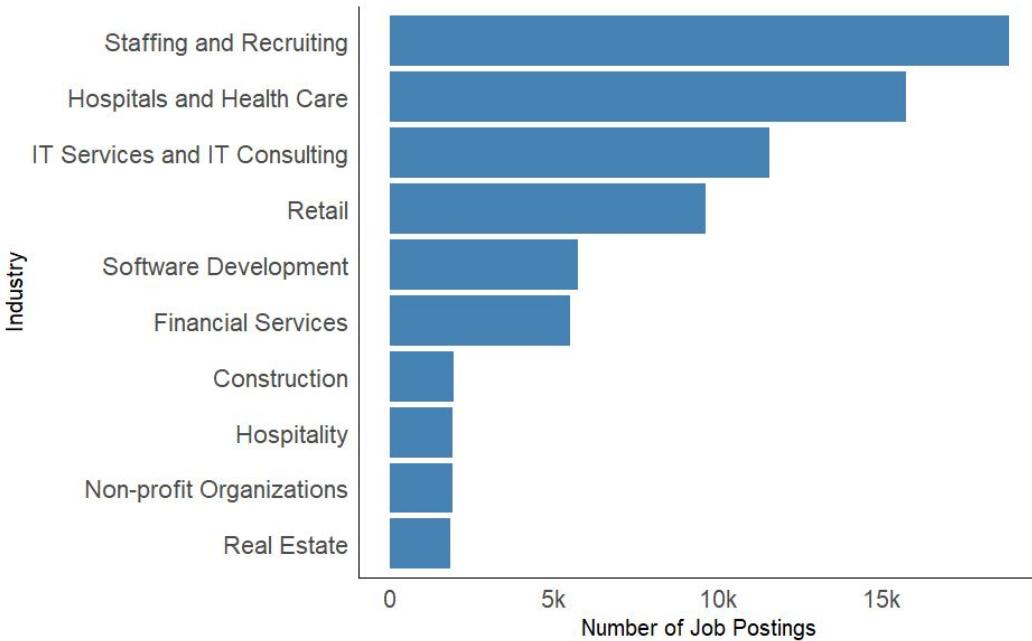
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Question 1: “Which industry needs us most?”

Top 6 Industries have significantly more number of Job Postings



- 6 Dominant Industries in terms of Hiring Activity:
 - Staffing and Recruiting
 - Hospitals and Healthcare
 - IT Services and IT Consulting
 - Retail
 - Software Development
 - Financial Services

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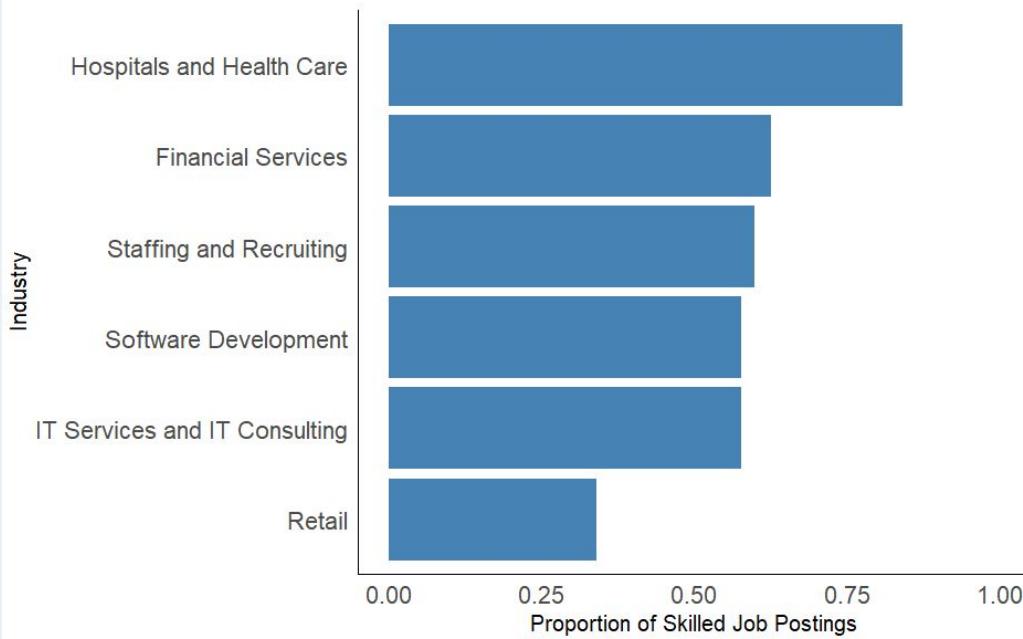
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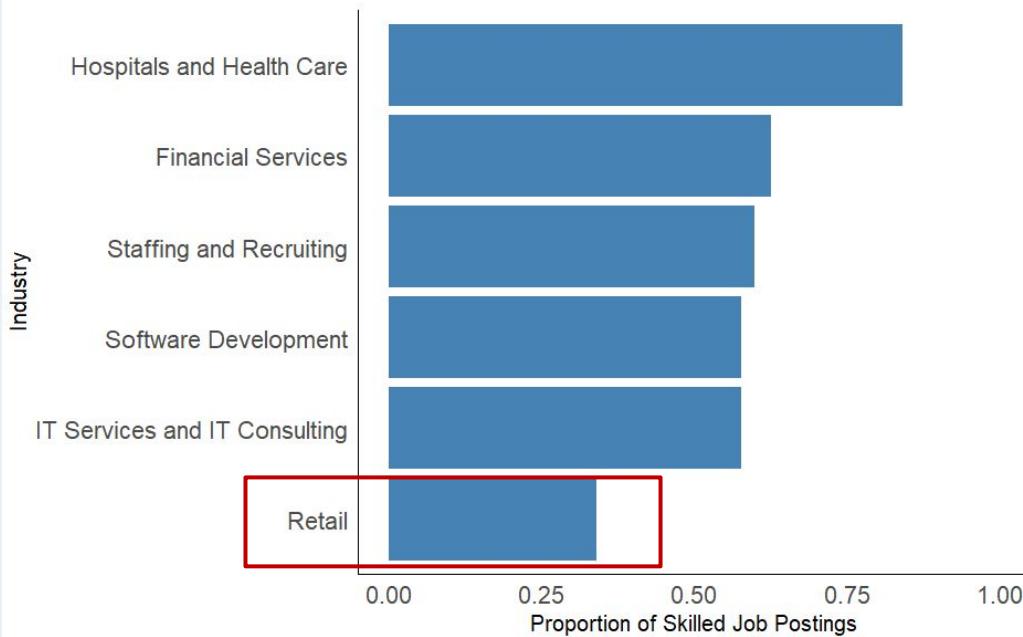
Retail has a significantly lower proportion of skilled labor



- Definition of “Skilled”:
 - Related to education and training (e.g. Bachelor, Master, license, etc)
- Retail has significant lower demand for skilled labor
- The 5 other industries have more than 50% postings that are skilled

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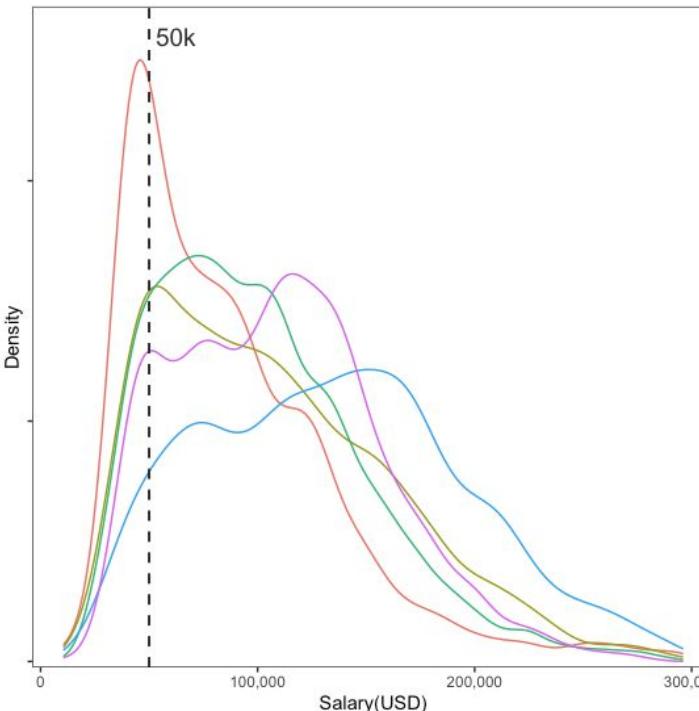
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Question 1: “Which industry needs us most?”

Hospitals and Health Care has a large proportion of low earners



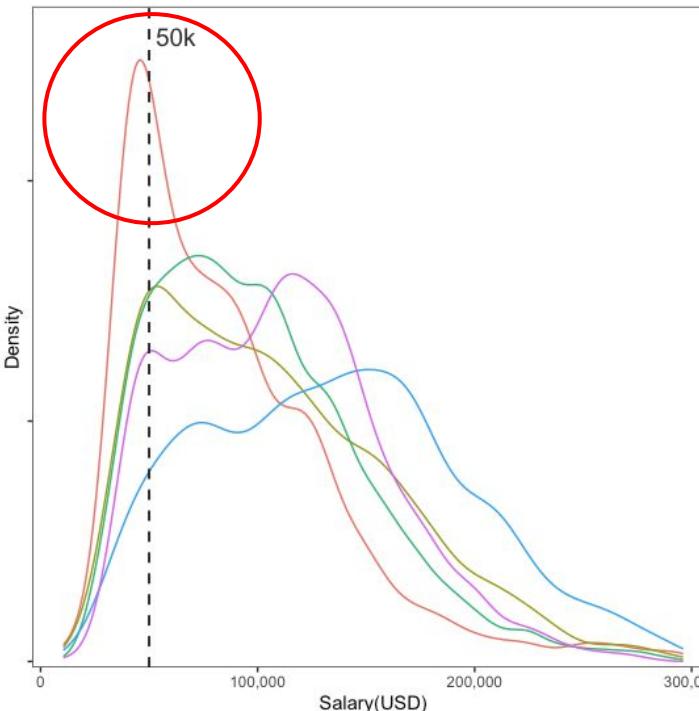
Legend

Hospitals and
Health Care
Financial
Services
Staffing and
Recruiting
Software
Development
IT Services and
IT Consulting

- Salary is an indication of industry competitiveness and outlook
- Hospitals and Health Care has more lower-paid jobs (salary < \$50k)
 - Not best fit for CIArvoYant

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Question 2: "Who are the winners in those industries?"

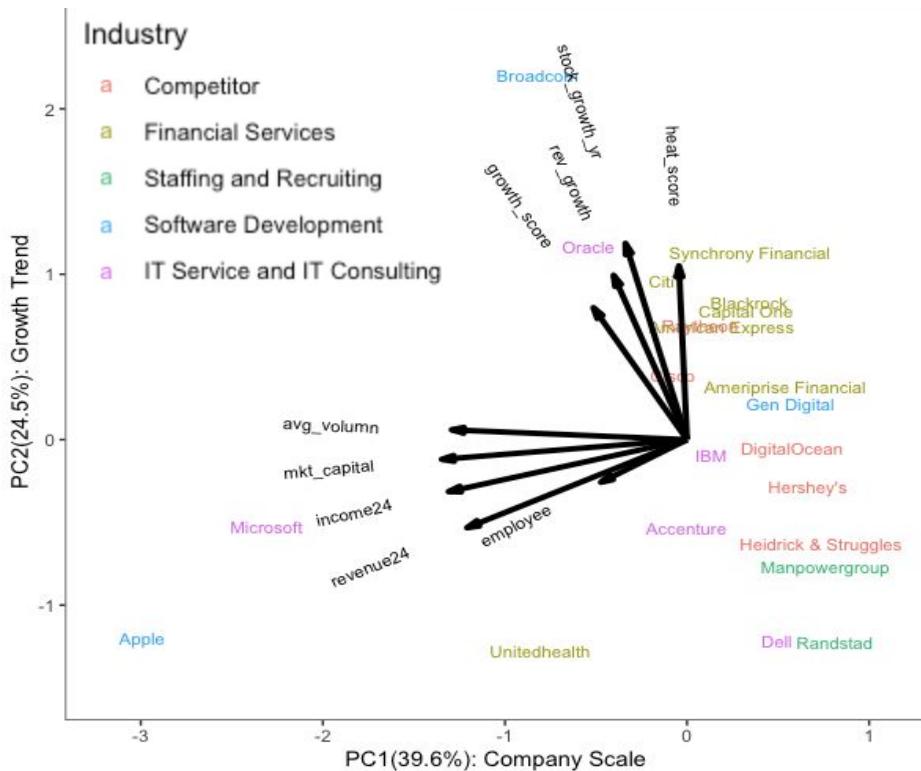
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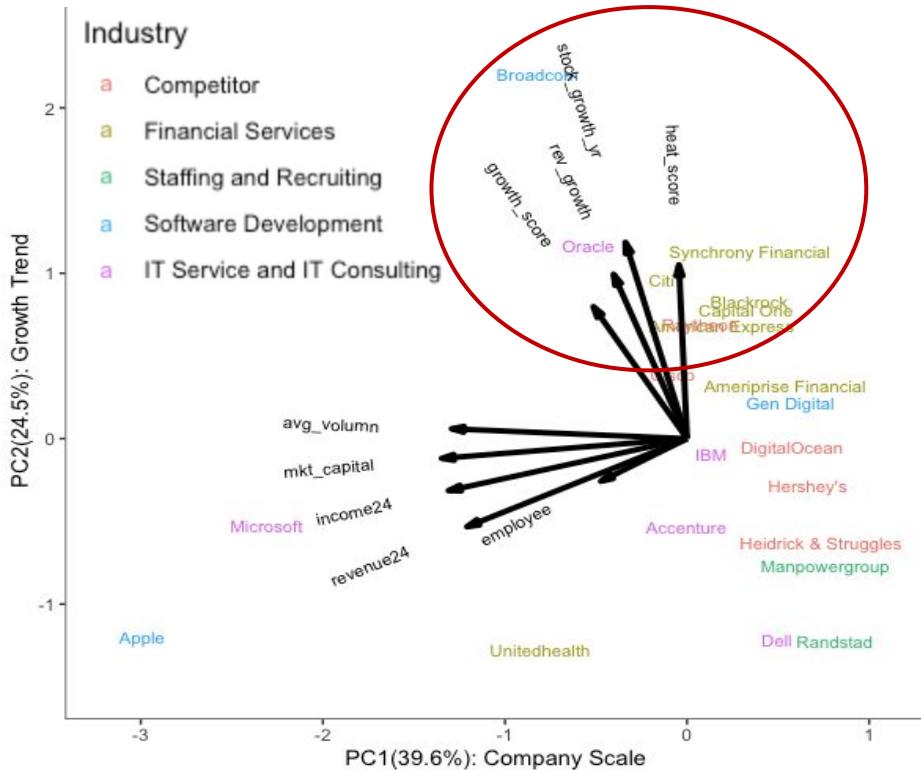
Growth is a significant indicator of leadership



- Statistics include:
 - Market Capital
 - Revenue & Income in 2024
 - Number of Employees
 - Stock Growth & Revenue Growth
 - Heat & Growth Scores from Crunchbase
- X-axis (PC1): Company Scale
- Y-axis (PC2): Growth Trend

Question 2: “Who are the winners in those industries?”

Growth is a significant indicator of leadership



- We want to identify companies that:
 - Have strong growth trend
 - Have decent scale
 - Show similarities with competitors' early adopters
- Candidates:
 - Broadcom
 - Oracle
 - Synchrony Financial
 - Citi
 - Capital One

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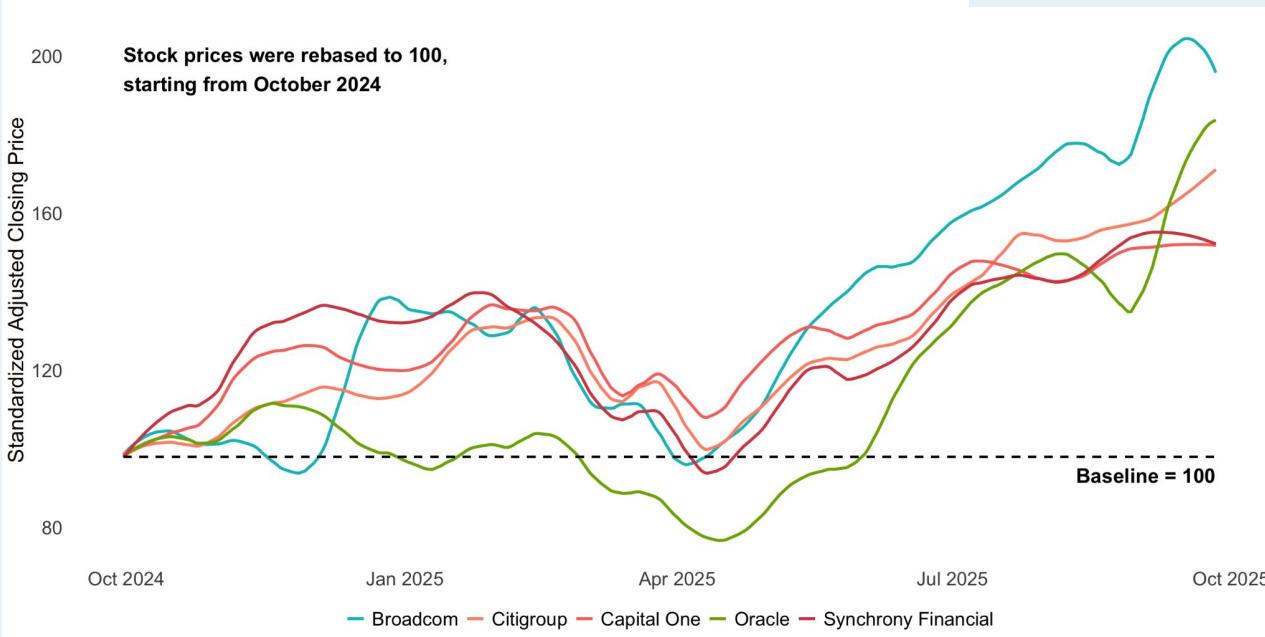
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- Focus on long-term consistent growth
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Question 3: “Who is the right partner for us?”

Oracle's stock growth is not consistent, making it not a good fit for clAIrvoyant

- Want a company with steady increasing stock growth trend



Candidates:

- Broadcom
- Oracle
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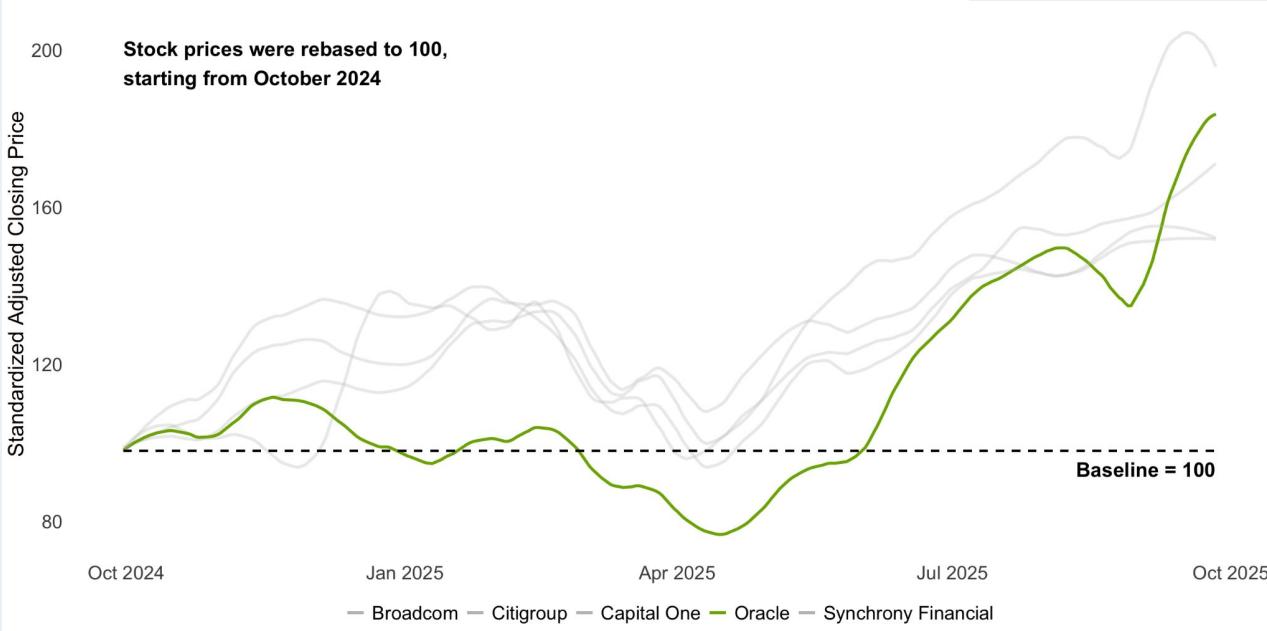
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Oracle's stock growth is not consistent, making it not a good fit for clAIrvoyant

- Want a company with steady increasing stock growth trend
- Oracle has large fluctuations, shows positive trend only since May 2025

Candidates:

- Broadcom
- ~~Oracle~~
- Synchrony Financial
- Citi
- Capital One



Question 3: “Who is the right partner for us?”

- Made sure that they weren't partnered with competitors (Eightfold, SeekOut, Phenom)
- Oracle, Citi, and Capital One are clients of Eightfold



Candidates:

- Broadcom
- Oracle
- Synchrony Financial
- Citi
- Capital One

Question 3: “Who is the right partner for us?”

- Checked for bad press
- Broadcom
 - Laid off more than half of VMware's employees
(38,000 -> 16,000) after acquisition in 2023



Candidates:

- **Broadcom**
- **Oracle**
- **Synchrony Financial**
- **Citi**
- **Capital One**

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Synchrony is a bellwether in the financial services industry

- Publicly traded S&P 500 Company (NYSE: SYF)
 - IPO in 2014
 - \$27 billion Market Capital
 - 28% increase in stock price in the past year
- Top Private Label Credit Card Issuer
 - Partners: Walmart, Lowe's, Verizon, Walgreens, JCPenney, Sam's Club, Pandora
- More than 10k US-based employees



Synchrony has a proven track record of adopting and promoting AI tools



- Sydney is Synchrony's AI virtual assistant to help answer consumer text-based questions
 - Since 2018
- Launched the Emerging Technology Center at University of Illinois Urbana-Champaign and Digital Technology Center at UCONN

Synchrony is a people-first organization, with an emphasis on long-term growth



- Named No. 2 Best Company to Work For in 2025 by Fortune
- Critical Experiences - foundation of career growth program
 - On the job opportunities to expand knowledge, skills, and wisdom
- BOLT sessions - one day, immersive workshops
- “Hubs” - spaces designed to allow for innovation and collaboration

Reach out to Synchrony's CHRO or CTO,
emphasizing cIAirvoyant's ability to identify long-term hires



D.J. Casto — Executive Vice President & Chief Human Resources Officer at
Synchrony

Claudine Elliott Hoverson — Senior Vice President & Chief Talent Officer (Talent
Acquisition lead) at Synchrony



Thank you!

Questions?

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Appendix

Complete list of terms used for skilled labor determination

Bachelor	License
Bachelors	Licensed
Bachelor's	Certified
Master	Certification
Masters	Certificate
Master's	J.D.
Accredited	M.D.
Accreditation	M.B.A.

Heat and Growth Scores

Heat Score

- Measures the market interest or prominence of a company based on profile activity and presence in the media.
- Scores range from 0 - 100
 - The higher the score the better

Growth Score

- Quantifies a company's growth using both predictions and historical data including funding, operations, headcount, market share, financial, customer growth, product usage, M&A, investments changes, etc.
- Scores range from 0 - 100
 - The higher the score the better

Additional Process to Select Potential Anchor Clients

- Visualizes financial health of candidate companies, sorted by stock growth
 - Dark blue = bad, Orange = good
 - Top 5 are Broadcom, Oracle, Citi, Capital One, and Synchrony
 - Competitor early adapters also clumped near the top



Why we only considered Eightfold, SeekOut, and Phenom as competitors

- Gartner magic quadrant
- Eightfold, SeekOut, and Phenom are the leaders

