HIRED

2019 Global Brand Health Report

Tech talent ranks the top innovative companies they'd love to work for and why

Contents

Overview

It's true: *companies are only as successful as their people*. And in order to attract the best and brightest, today's innovative companies need a strong employer brand. A positive brand reputation can mean the difference between a company maintaining an all-star team and consistently losing dream candidates to a competitor.

At Hired, we're proud to provide companies with the insights they need to attract the world's most talented tech workers. We surveyed more than 3,600 top tech workers from our platform to find out which companies rank as their most desirable employers and how other organizations can compete for their attention.

Top employers in the world

To learn what tech talent values most in a potential employer, we asked our marketplace of software developers, product managers, designers and data scientists, to identify which companies they'd most like to work for.

BPI: Brand Positivity Index. The more candidates interested in working for a company, the higher a company's Brand Positivity score.

The global rankings are sourced from respondents in Canada, France, the United Kingdom and the United States.

Top 15 Employer Brands: Private Companies

RANK	COMPANY	LOCATION	BPI*
1	airbnb	SF Bay Area	76
2	SPACEX	LA	70
3	hulu	LA	66
4	reddit	SF Bay Area	59
5	KICKSTARTER	NYC	55
6	wework	NYC	54
7	indeed	Austin	52
8	robinhood	SF Bay Area	50
9	stripe	SF Bay Area	48
10	SQUARESPACE	NYC	47
11	Virgin hyperloop one	LA	46
12	Quora	SF Bay Area	45
13	JPL Jet Propulsion Laboratory California Institute of Technology	LA	44
14	instacart	SF Bay Area	40
15	coinbase	SF Bay Area	40

Top employers in the world

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Top 15 Employer Brands: Public Companies

RANK	COMPANY	LOCATION	BPI*
1	Google	SF Bay Area	87
2	NETFLIX	SF Bay Area	82
3	Apple	SF Bay Area	77
4	LinkedIn	SF Bay Area	76
5	Microsoft	Seattle	75
6	slack	SF Bay Area	72
7	amazon	Seattle	70
8	GitHub	SF Bay Area	70
9	Dropbox	SF Bay Area	68
10	TESLA	SF Bay Area	67
11	Adobe	SF Bay Area	65
12	lyft	SF Bay Area	63
13	facebook	SF Bay Area	63
14	The Walt Disney Company	LA	62
15	Twitter	SF Bay Area	60

The local leaderboards

Hometown reputation matters. That's why we asked tech talent to tell us which companies in their current city they'd like to work for most. For the third year in a row Shopify topped the list in Toronto, while media companies made a splash in markets like London, New York and Washington, D.C. In our survey, each company was listed in the market nearest to where they are headquartered.

Hometown Heroes

#1 Ranked Employer Brands in Each City
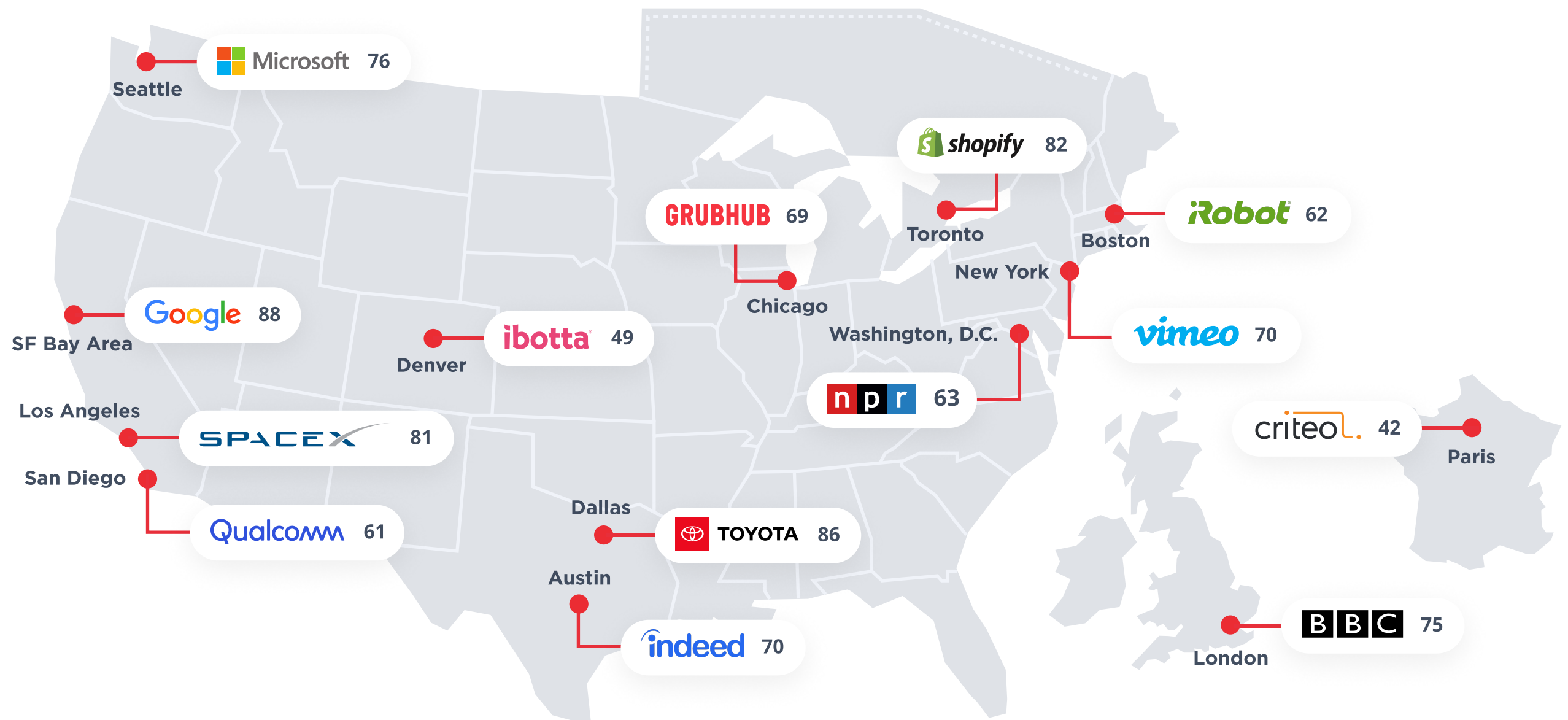
Top Employer Brands by City According to Local Talent
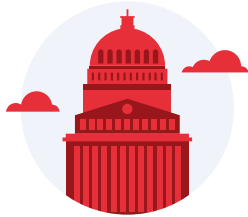
Top 10 Austin Employer Brands

RANK	COMPANY	BPI*
1	Indeed	70
2	Whole Foods	63
3	Dell	59
4	HomeAway	57
5	National Instruments	53
6	Silicon Labs	53
7	GoDaddy	49
8	RetailMeNot, Inc.	47
9	WP Engine	42
10	SolarWinds	41

BPI: Brand Positivity Index. The more candidates interested in working for a company, the higher a company's Brand Positivity score.

Austin by the Numbers

What matters to Austin's tech talent

31%

consider flexibility to work remotely one of the most important factors when job searching

59%

have taken a recruiter call because the company has showcased benefits and perks

Top Employer Brands by City According to Local Talent

Top 10 Boston Employer Brands

RANK	COMPANY	BPI*
1	iRobot	62
2	Boston Dynamics	61
3	TripAdvisor	59
4	Wayfair	51
5	Zipcar	50
6	Akamai	49
7	HubSpot	46
8	Chewy	46
9	MathWorks	43
10	Athenahealth	43

BPI: Brand Positivity Index. The more candidates interested in working for a company, the higher a company's Brand Positivity score.

Boston by the Numbers

What matters to Boston's tech talent

62%

would take a recruiter call if the company talked about a project or technology they would work on

37%

would consider commuting more than an hour each way for a job

Top Employer Brands by City According to Local Talent

Top 10 Chicago Employer Brands

RANK	COMPANY	BPI*
1	Grubhub	69
2	Braintree	64
3	Groupon	62
4	United Airlines	62
5	Discover Financial Services	52
6	Orbitz	49
7	Peapod	42
8	MorningStar	42
9	Cars.com	40
10	Vivid Seats	38

BPI: Brand Positivity Index. The more candidates interested in working for a company, the higher a company's Brand Positivity score.

Chicago by the Numbers

What matters to Chicago's tech talent

64%

would not consider commuting more than 45 minutes each way for a job

65%

are interested in working 100% remotely

Top Employer Brands by City According to Local Talent

Top 10 Dallas Employer Brands

RANK	COMPANY	BPI*
1	Toyota North America	86
2	Southwest Airlines	81
3	American Airlines	79
4	Texas Instruments	76
5	AT&T	61
6	Hitachi Consulting Corp	54
7	Topgolf	53
8	Sabre	50
9	Neiman Marcus	49
10	Siemens PLM	46

*BPI: Brand Positivity Index. The more candidates interested in working for a company, the higher a company's Brand Positivity score.

Dallas by the Numbers

What matters to Dallas's tech talent

77%

are interested in working 100% remotely

91%

hear about company announcements and initiatives through LinkedIn

Top Employer Brands by City According to Local Talent

Top 10 Denver Employer Brands

RANK	COMPANY	BPI*
1	Ibotta	49
2	SendGrid	48
3	HomeAdvisor	47
4	Arrow Electronics	39
5	DaVita Healthcare Partners	38
6	NetApp	37
7	DigitalGlobe	35
8	JumpCloud	33
9	GoGo Business Aviation	33
10	Healthgrades	32

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Denver by the Numbers

What matters to Denver's tech talent

80%

would leave their current job for another one with a higher base salary

82%

are interested in working 100% remotely

Top Employer Brands by City According to Local Talent
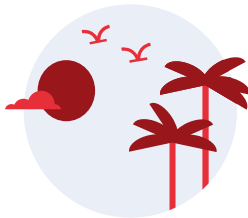
Top 10 LA Employer Brands

RANK	COMPANY	BPI*
1	SpaceX	81
2	Hulu	80
3	The Walt Disney Company	75
4	Warner Bros	68
5	Jet Propulsion Laboratory	64
6	Blizzard Entertainment	62
7	Fox Entertainment	61
8	Virgin Galactic	58
9	Snap	56
10	Riot Games	54

BPI: Brand Positivity Index. The more candidates interested in working for a company, the higher a company's Brand Positivity score.

LA by the Numbers

What matters to LA's tech talent

75%

would engage with a company that reaches out about a job if they shared salary range upfront

43%

consider company culture one of the most important factors when job searching

Top Employer Brands by City According to Local Talent

Top 10 London Employer Brands

RANK	COMPANY	BPI*
1	BBC	75
2	Monzo	74
3	Skyscanner	61
4	McLaren	60
5	DeepMind	57
6	TransferWise	55
7	Starling Bank	51
8	Deliveroo	51
9	Sky	48
10	Revolut	46

BPI: Brand Positivity Index. The more candidates interested in working for a company, the higher a company's Brand Positivity score.

London by the Numbers

What matters to London's tech talent

41%

hear about companies' announcements and initiatives through their corporate blogs

63%

would leave their current job for another one if offered new challenges and problems to solve (70% said higher base salary)

Top Employer Brands by City According to Local Talent

Top 10 NYC Employer Brands

RANK	COMPANY	BPI*
1	Vimeo	70
2	Bloomberg	70
3	Squarespace	69
4	New York Times	68
5	WeWork	68
6	Etsy	65
7	Kickstarter	63
8	American Express	61
9	NBCUniversal	60
10	Jet.com	58

BPI: Brand Positivity Index. The more candidates interested in working for a company, the higher a company's Brand Positivity score.

NYC by the Numbers

What matters to NYC's tech talent

59%

would leave their current job for another one with new challenges and problems to solve

45%

would not want to work for an organization if they were not interested in their company mission

Top Employer Brands by City According to Local Talent

Top 10 Paris Employer Brands

RANK	COMPANY	BPI*
1	Criteo	42
2	Vente Privée	40
3	Drivy	35
4	PriceMinister	34
5	Backmarket	32
6	Kapten	31
7	Payfit	28
8	Datadog	27
9	Shift Technology	24
10	Dashlane	23

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Paris by the Numbers

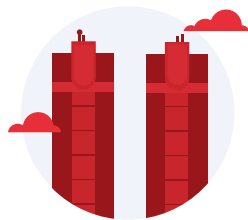## What matters to Paris's tech talent

55%

would not want to work for an organization if they were not interested in their company mission

59%

are interested in working 100% remotely

Top Employer Brands by City According to Local Talent

Top 10 San Diego Employer Brands

RANK	COMPANY	BPI*
1	Qualcomm	61
2	Teradata	60
3	Viasat	59
4	Dexcom	45
5	Brain Corp	43
6	Classy	40
7	MindTouch	36
8	Seismic	31
9	Shield AI	31
10	Tealium	30

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San Diego by the Numbers

What matters to San Diego's tech talent

54%

consider company culture one of the most important factors when job searching

77%

are interested in working 100% remotely

Top Employer Brands by City According to Local Talent

Top 10 San Francisco Employer Brands

RANK	COMPANY	BPI*
1	Google	88
2	Netflix	83
3	Airbnb	80
4	LinkedIn	78
5	Slack	77
6	Apple	75
7	Lyft	71
8	Dropbox	70
9	Square	68
10	Salesforce	67

BPI: Brand Positivity Index. The more candidates interested in working for a company, the higher a company's Brand Positivity score.

San Francisco by the Numbers

What matters to San Francisco's tech talent

42%

would not want to work for an organization if they were not interested in their company mission

58%

will engage with a company that reaches out if they receive a personalized message

Top Employer Brands by City According to Local Talent

Top 10 Seattle Employer Brands

RANK	COMPANY	BPI*
1	Microsoft	76
2	Redfin	70
3	Zillow Group	69
4	Amazon	64
5	Tableau Software	61
6	Starbucks	61
7	Expedia	60
8	Alaska Airlines	60
9	REI	58
10	Costco	54

BPI: Brand Positivity Index. The more candidates interested in working for a company, the higher a company's Brand Positivity score.

Seattle by the Numbers

What matters to Seattle's tech talent

46%

consider company culture one of the most important factors when job searching

44%

would leave their current job for another one with a better location and commute

Top Employer Brands by City According to Local Talent

Top 10 Toronto Employer Brands

RANK	COMPANY	BPI*
1	Shopify	82
2	TD Bank	70
3	RBC	68
4	Loblaw Digital	63
5	Scotiabank	62
6	CIBC	62
7	Kijiji	58
8	Thomson Reuters	58
9	Flipp	55
10	Indigo Books & Music Inc.	53

BPI: Brand Positivity Index. The more candidates interested in working for a company, the higher a company's Brand Positivity score.

Toronto by the Numbers

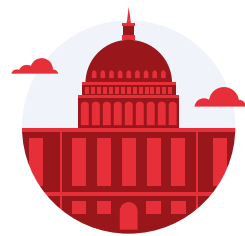## What matters to Toronto's tech talent

47%

consider the opportunity to learn new skills one of the most important factors when job searching

74%

would engage with a company about a job if they shared salary range upfront

Top Employer Brands by City According to Local Talent

Top 10 Washington, D.C. Employer Brands

RANK	COMPANY	BPI*
1	NPR	63
2	Capital One	62
3	The Washington Post	59
4	Marriott	57
5	PBS	57
6	Booz Allen Hamilton	52
7	Rosetta Stone	52
8	ThinkGeek	49
9	Lockheed Martin	48
10	Blackboard	48

BPI: Brand Positivity Index. The more candidates interested in working for a company, the higher a company's Brand Positivity score.

Washington, D.C. by the Numbers

What matters to Washington, D.C.'s tech talent

47%

would not want to work for an organization if they were not interested in their company mission

71%

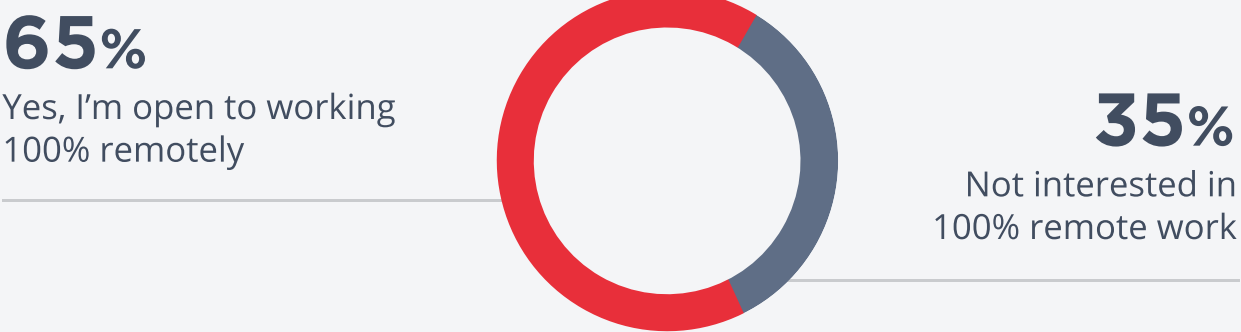are interested in working 100% remotely

Getting to know tech talent: their preferences and motivators

Three words: location, location, location. More than a quarter (29%) of candidates won't consider commuting more than 30 minutes for a job and 65% are interested in working 100% remotely. Additionally, even with doomsday headlines around the rise of AI, the fear of AI eliminating jobs is not a current motivator around job selection, with just 4% noting it as a concern.

Maximum amount of time tech workers consider commuting each way for a job
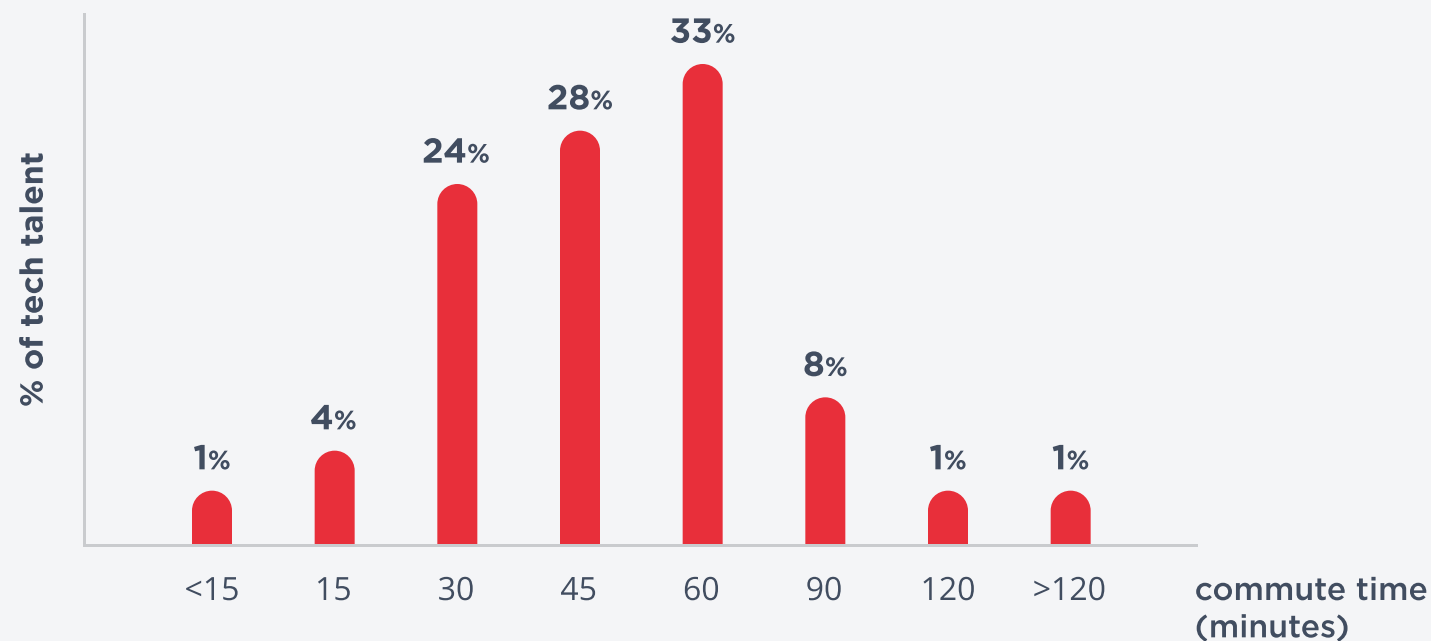
Tech talent's interest in remote work

65%
Yes, I'm open to working 100% remotely

35%
Not interested in 100% remote work

Remote work isn't a one size fits all solution

Why are you not interested in working 100% remotely?

|	
I would feel disconnected from my team	**41**%
No separation between work and home	**26**%
Lack of long-term career growth	**23**%
I would feel lonely	**18**%
Too many interruptions	**11**%

Tech talent's primary source for company news: their LinkedIn feeds

What is your source for learning about company announcements and initiatives?

1 LinkedIn   **3** Company blogs   **5** Facebook   **7** Reddit

2 News outlets   **4** Industry newsletters   **6** Twitter   **8** Podcasts

Less than 5% of tech workers currently fear AI eliminating their jobs

Are you worried about AI eliminating your job in the next 3-5 years?

4%
Yes, I fear AI will eliminate my job

76%
No, I'm not currently worried about AI

20%
Maybe in 10 years
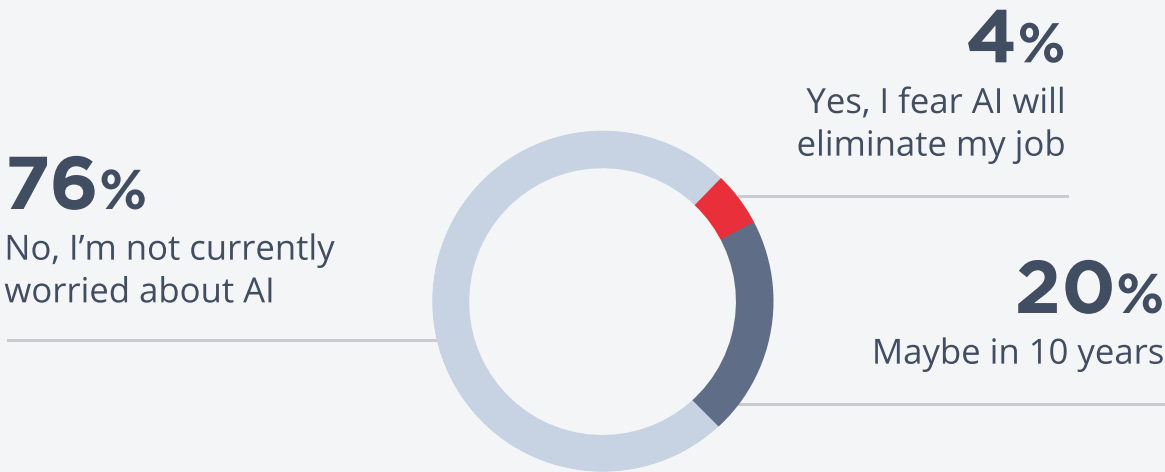
Elon Musk is the most inspiring leader in tech

Rank the tech leaders you consider most inspiring

1 Elon Musk

2 Jeff Bezos

3 Satya Nadella

4 Mark Zuckerberg

5 Jack Ma

6 Sheryl Sandberg

7 Reed Hastings

8 Susan Wojcicki

9 Marissa Mayer

10 Anne Wojcicki

Offer accepted: What tech knowledge workers want from their next job

It's important to understand what motivates tech talent to choose one company over another, especially when money doesn't tell the full story. With top tech talent in extremely high demand, candidates are able to carefully weigh their options, taking into account company culture, brand reputation, salary and more. Here are the key factors they're weighing and how to compete.

Q: **What motivates candidates to accept a job offer?**

A: Though salary is still the number one driver for accepting an offer, company culture comes in second. More than 40% of tech talent said company culture was 'most important' when considering a new company, above benefits and career trajectory.

What are the most important things you look for in a company?

Compensation	**53**%
Company culture	**42**%
Opportunity to learn new skills	**39**%
Benefits beyond salary (e.g. healthcare, equity, perks)	**26**%
Defined career trajectory/growth opportunities	**26**%
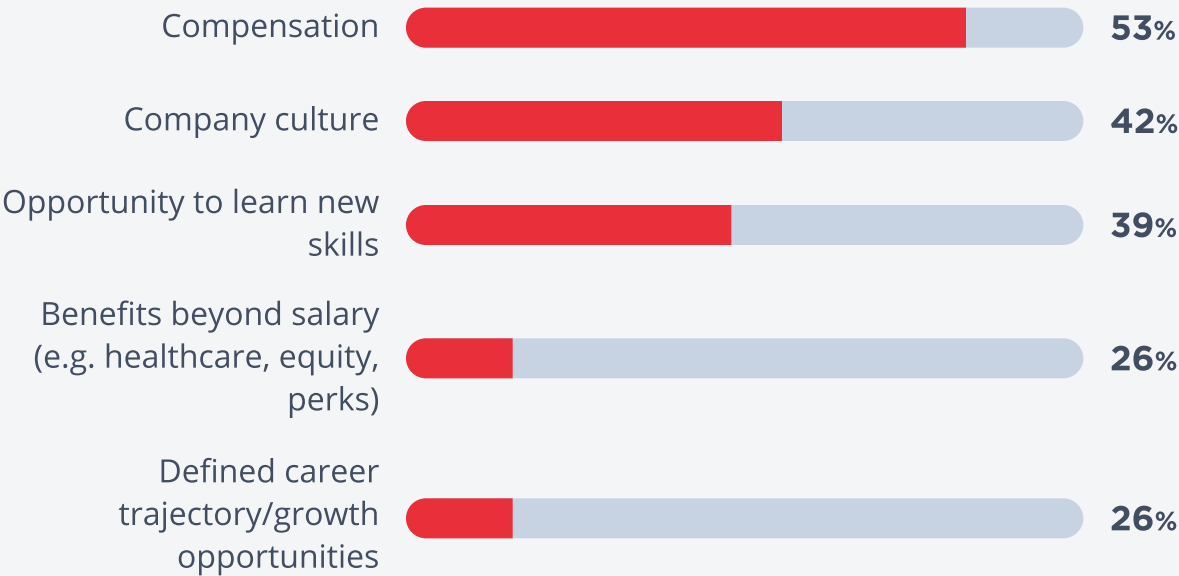
Our Recommendation:

Compensation will inevitably be top of mind for all candidates. With that said, ensure that your team has a sound compensation philosophy that supports fair pay. Beyond that, companies should lean into opportunities that allow a prospective candidate to see and experience your company's culture, such as doing a tech lunch during the interview process or inviting them to an office event.

Q: **What turns tech knowledge workers off from an opportunity?**

A: It takes more than flashy perks to entice top tech talent to join a team. Results show that the top two factors that turn job seekers away from a company is a lack of interest in a product and poor reputation (43%). Nearly half of respondents (49%) will join another organization if not aligned on the product.
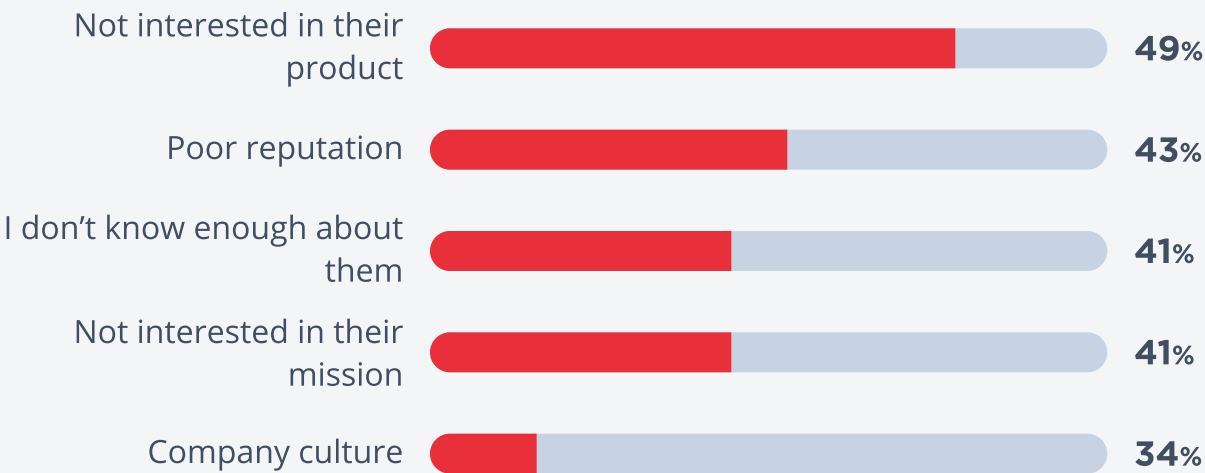
Our Recommendation:

When reaching out to candidates, companies should share full details about the company mission and product upfront, including key features on the product roadmap to showcase their overall vision. It's also valuable for tech talent to hear about the lasting impact the technology will have on potential customers or the world at large.

Top 5 factors that turn job seekers away

Factor	%
Not interested in their product	**49**%
Poor reputation	**43**%
I don't know enough about them	**41**%
Not interested in their mission	**41**%
Company culture	**34**%

Q: What persuades tech knowledge workers to engage with a recruiter?

A: Candidates crave a less painful hiring process as they sort through dozens of job listings and go through multiple phone screens, which is why transparency goes a long way. Nearly three-quarters (71%) of respondents say seeing salary ranges up front is the number one motivator for engaging with a recruiter.

What would make you engage with a company that reaches out to you?

71%

Salary range upfront

56%

A recognizable company name

53%

A personalized message

Our Recommendation:

Leading with salary upfront saves time on both ends. For candidates, it ensures they don't go through the process without ensuring their salary expectations match up with the prospective employer. For companies, salary transparency will help response rates when reaching out and ensure potential new hires are on the same page before reaching the final stages of the interview process.

Q: **What increases a techies' likelihood of responding to an offer?**

A: Sniffing out an automated email is easy, but appealing to today's tech workers is not. A personal touch could be the difference between a new all-star team member and radio silence. More than half (53%) of tech workers are more inclined to interact with a company around a job opening if the correspondence is personalized.

What would make you engage with a company that reaches out to you?

71%

Salary range upfront

56%

A recognizable company name

53%

A personalized message

Our Recommendation:

No one wants to feel like they got a template that dozens of other people received. If you truly want to get a candidate's attention, be thoughtful and calculated with your outreach. Companies should invest time in crafting notes that reflect the candidate's background, why the job is a great fit for their experience and if possible, including the role's salary range upfront.
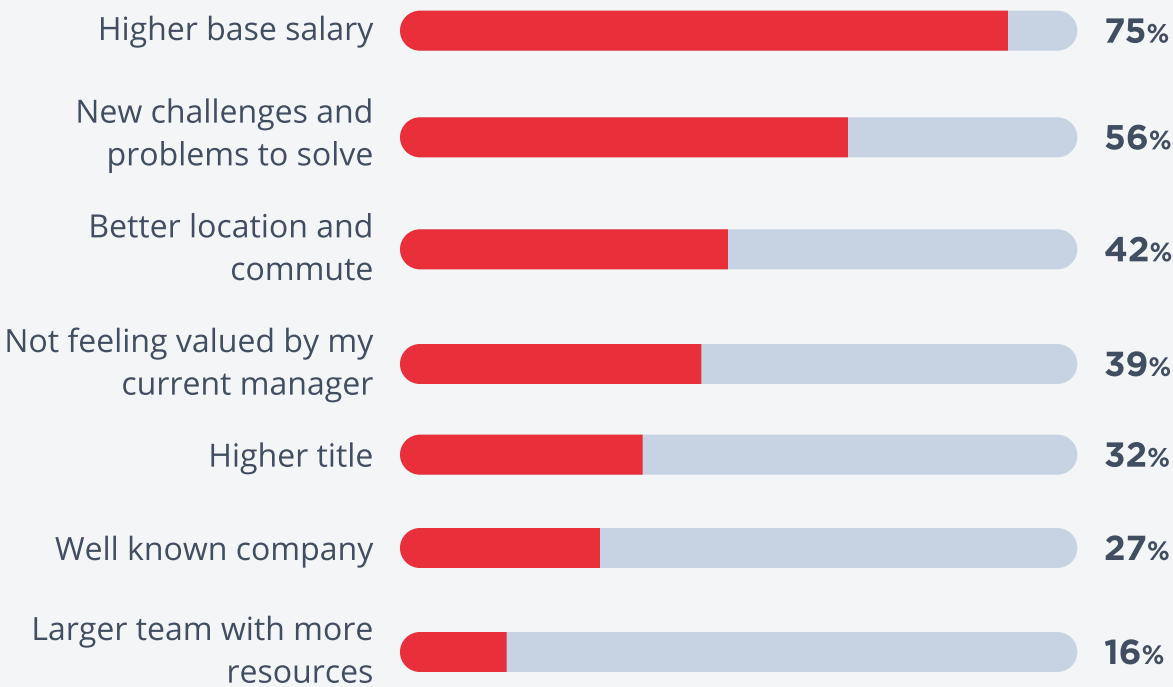
Retaining top talent: What pushes tech talent to leave a company

In a market where candidates have the upper hand, employee retention is an ever-growing concern for companies. To take the guesswork out of what causes tech talent to leave, we asked candidates what piques their interest when recruiters come calling. Here's what you need to keep top of mind to keep tech talent engaged at work.

Q: What motivates tech knowledge workers to quit?

A: It comes down to two factors: compensation and challenging work. Inevitably, a higher salary is top of mind for every candidate and for the third year in a row, base salary is the top reason why employees leave their jobs. The second reason, cited by 56% of tech talent, is the opportunity for new challenges and problems to solve.

Top 5 reasons employees leave their jobs

Reason	
Higher base salary	**75**%
New challenges and problems to solve	**56**%
Better location and commute	**42**%
Not feeling valued by my current manager	**39**%
Higher title	**32**%
Well known company	**27**%
Larger team with more resources	**16**%

Our Recommendation:

One way to retain talent is by creating a transparent compensation structure so that employees understand how their salaries are determined and what the timeline is for raises and promotions. This way employees are assured they are being paid fairly throughout the course of their career and are less tempted to go looking because you are investing in their career growth while keeping them engaged in their current role.

Q: What causes tech workers' eyes to wander?

A: More than half (57%) of talent say that career development or training opportunities would persuade them to engage with a recruiter, so making this a priority can help companies hang on to their best people.

What makes you take a recruiter call?

1 Feature projects/technology they work on (63%)

2 Opportunities for career development/training (57%)

3 Talk about the team I'd be working with (53%)

4 Show benefits/perks (44%)

5 Describe what makes their culture unique (40%)

Our Recommendation:

The technology industry is fast moving and ever changing, and so is tech talent. In order to keep up, companies should invest in career development programs or offer specific trainings that will help employees advance. For example, hosting trainings for mastering new programming languages or carving out time (and money) for employees to leverage education stipends are ways companies can prioritize their workforce's skills growth.

Q: **What role does management play in retaining tech talent?**

A: As the old saying goes, people quit managers not companies. In fact, 39% of employees say not feeling valued by their manager is a top reason for leaving their job.

Top 5 reasons employees leave their jobs

Higher base salary	**75**%
New challenges and problems to solve	**56**%
Better location and commute	**42**%
Not feeling valued by my current manager	**39**%
Higher title	**32**%
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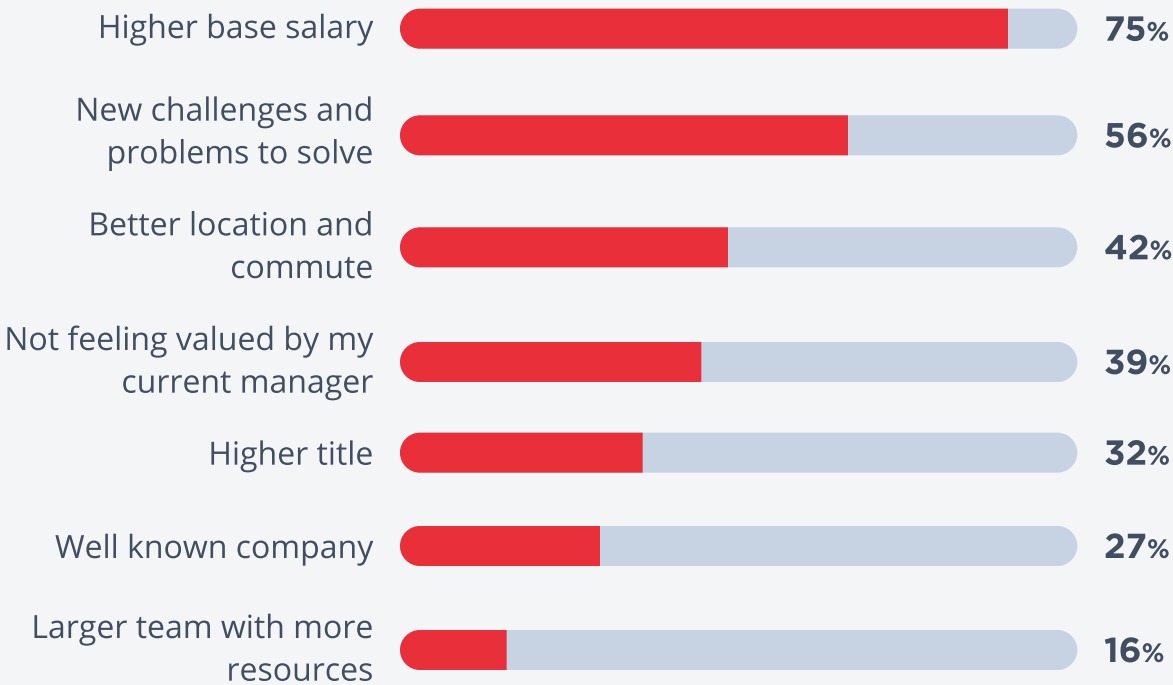
Our Recommendation:

Evaluating someone's management style can be difficult, but putting in place reasonable expectations, such as requiring bi-weekly 1:1 meetings between managers and their direct reports or encouraging managers to praise publicly and critique privately, can go a long way. Hosting managerial trainings that cover goal-setting and employee advocacy can also help managers improve their relationships with team members.
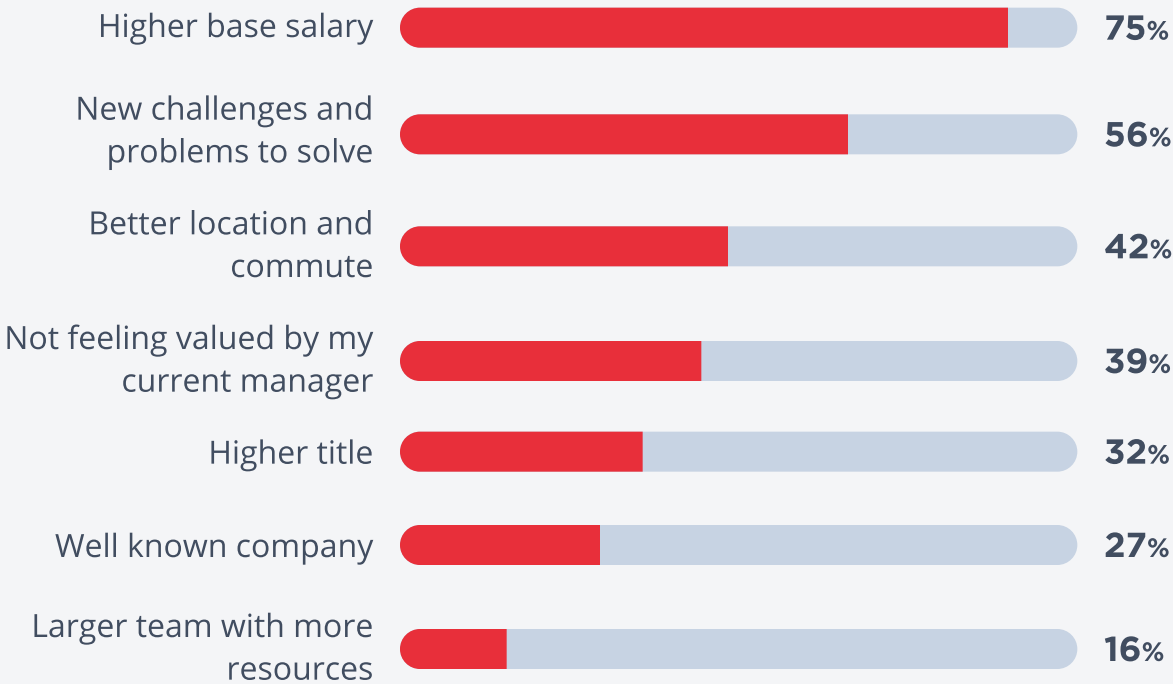
Q: **How do commute and location affect tech workers' interest in a job?**

A: The way people work is changing, and many companies are embracing cultures that value results over time in the office. This is in line with employees' values: 42% of respondents say they'd leave their current role for a better location and commute, and another 65% say they'd be open to working remotely 100% of the time.

Our Recommendation:

Companies can appeal to this desire by allowing the option to telecommute, permitting work remote days, and offering flexible office hours.

Top 5 reasons employees leave their jobs

Higher base salary	**75**%
New challenges and problems to solve	**56**%
Better location and commute	**42**%
Not feeling valued by my current manager	**39**%
Higher title	**32**%
Well known company	**27**%
Larger team with more resources	**16**%

Conclusion

At Hired, we're on a mission to get everyone a job they love — at a company they're excited about. A strong employer brand can make or break a company's hiring and retention efforts. Showcasing factors that tech knowledge workers care about beyond compensation, such as flexible work environments and career growth opportunities, can give companies a much-needed competitive edge in the battle for the best tech talent.

Where you work is one of the most important decisions you can make. Employer brand takes the guesswork out of job searching for candidates when it provides an authentic window into an organization's culture, values, and mission. That's why an effective employer brand can't be developed in a vacuum; it requires cross-functional collaboration and buy-in between talent, HR, marketing, and the C-suite. In short, it should represent the heartbeat of your company and be the foundation of all your hiring efforts.

Methodology

Hired surveyed more than 3,600 tech knowledge workers, who were provided a list of top local companies who have recently been hiring for tech talent and asked them to rate their level of interest in working for each company. The highest-scoring local brands were added to a larger global list of companies that were then evaluated by a geographically diverse set of tech workers. To evaluate top brands in local markets, we relied on rankings from local survey respondents only. For global insights, we took both the global rankings and the location of companies' offices into account. The Brand Positivity Index combines survey respondents who would 'love to work' and 'might like to work' at a particular company. Lastly, we asked a series of questions to determine what factors make respondents prefer some companies over others, and what companies can do to make sure they will be considered by top tech talent. All markets surveyed include: Austin, Boston, Chicago, Dallas, Denver, London, Los Angeles, New York City, Paris, San Diego, San Francisco, Seattle, Toronto, and Washington, D.C.

About Hired

Hired (hired.com) is a marketplace that matches tech talent with the world's most innovative companies. Hired combines intelligent job matching with unbiased career counseling to help people find a job they love. Through Hired, job candidates and companies have transparency into salary offers, competing opportunities and job details. This level of insight is unmatched, making the recruiting process quicker and more efficient than ever before.

Hired was founded in 2012 and is headquartered in San Francisco, with offices in the United States, Canada, France, and the UK. For more information, news, and tips for job candidates and employers, visit Hired's blog.