

# PerceptionX Project Specs

To ensure we deliver a tailored and actionable report, please complete each section below.

Email \*

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## 1. What is your company name?

Cloudera

## 2. What is your company's primary industry?

We use this to better prompt AI to uncover your company's visibility in responses. You can have multiple, the more specific the better.

Information Technology and Software industry

## 3. What is your main career site URL? \*

Provide the main link to your careers page. This is our starting point for evaluating your employer value proposition online.

<https://www.cloudera.com/careers.html>

## 4. Are there additional affiliated pages or micro sites?

This can be links for graduate programs, diversity hiring or specific locations

No

**5. What are your top 3–5 TA priorities for the next 12 months?**

Elevating Employer Brand & Culture  
Enhancing Candidate experience  
Leveraging AI in Hiring  
Driving Data-Led Insights  
Elevating TA to act as Talent advisors

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**6. What is the main objective of this analysis to leadership?**

To understand market perception, identify areas for improvement, establish a baseline, and measure ROI over time to guide future growth.

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**7. Are you targeting any talent segments or geographies with this research?**

AMER: US (Florida , Austin - East Coast general) APAC: India , Japan,Singapore, EMEA: Budapest, Prague, Saudi Arabia, UAE

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## 8. Are there specific questions or areas you want us to focus on in the report?

How is our culture and workplace experience perceived across different regions?

How do employees and alumni describe life, career growth, and our EVP in action?

How does our culture perception compare with competitors in our industry?

What cultural and people-focused content resonates most with candidates, employees, and alumni?

Are there recurring themes or concerns about our culture and employee experience that need attention?

Which stages of the candidate journey could benefit most from automation to improve speed and experience?

How can automation free recruiter capacity for more strategic, relationship-focused work?

How can AI help identify candidates who align strongly with our culture and core competencies?

What AI-driven tools or insights can improve quality of hire and reduce time-to-fill?

What cultural and employer brand metrics should we track to measure the ROI of our initiatives?

How can social listening data guide decision-making on talent attraction and retention strategies?

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## 9. Who are the key people involved in this project from your end?

Please include names, roles, and contact details. This ensures clear communication and alignment.

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## 10 Anything else we should know?

How effectively are we collaborating with corporate marketing, and how do our efforts compare?

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This form was created inside of PerceptionX.

Google Forms