**Globalization of LinkedIn**

**About LinkedIn:**

LinkedIn is an American business and employment-oriented online service that operates via websites and mobile apps. Launched on May 5, 2003, the platform is mainly used for professional networking, and allows job seekers to post their CVs and employers to post jobs.

Timeline of the growth of LinkedIn:

The idea of LinkedIn was to create a social network which would connect people world wide.

2003: Founder Reid Hoffman launches LinkedIn, with the help from former colleagues at PayPal and SocialNet. Growth is slow but promising.

2004: The Groups feature is introduced, eventually proving to be one of the company's most prominent features. This invites a lot of new users, which was the only focus in the beginning of the product launch.

2005: They start to launch a jobs model and a subscription offering enhanced communication and better search tools in order to turn revenue and this saw them turn a profit by 2006.

2006: The company achieves profitability. Core features like Recommendations and People You Know and public profiles are introduced. User base crosses 5 million. In the same year, they also start indexing profiles into google which makes it easier to google someone.

2008: Crosses 17 million users. LinkedIn opens its first international office in London and launches Spanish and French versions of the site. Around this year it starts growing world wide and a huge network has started to form.

2009: Jeff Weiner joins LinkedIn, first as president, then CEO. Weiner focuses on the international expansion of the company around the world. According to the early executives, he got the business focus and was able to scale fast and brought the right people on board to make growth happen. Members reach the 50,000,000 mark.

2010: The company shifts to hypergrowth. By the end of the year, membership nearly doubles, to 90 million. The company employs almost 1,000 workers in 10 offices around the world.

2011: LinkedIn becomes a publicly traded company on the New York Stock Exchange. They also host a town hall with President Obama. They lower the age limit to encourage school senior and university graduates to become members as well as shifting its content focus by introducing influencers and adding eight new language options

2012: LinkedIn acquires professional content sharing platform SlideShare for $119 million. The Influencer program is introduced, publishing articles by 'thought leaders.'

2013: By its 10th anniversary, LinkedIn has reached 225 million members, and continues its growth rate of more than two members per second.

2014: Launch of simplified Chinese version of site, in an attempt to attract more members in the world's largest country. The company also begins the rollout of its long-form publishing platform to all members, with the goal of becoming 'the definitive professional publishing platform.'

2015: LinkedIn announces its largest acquisition to date, online learning platform Lynda.com, for $1.5 billion.

LinkedIn has greater potential because they truly tapped into the world of business and helped people to keep tabs on their network.