

SIEMENS Case Study

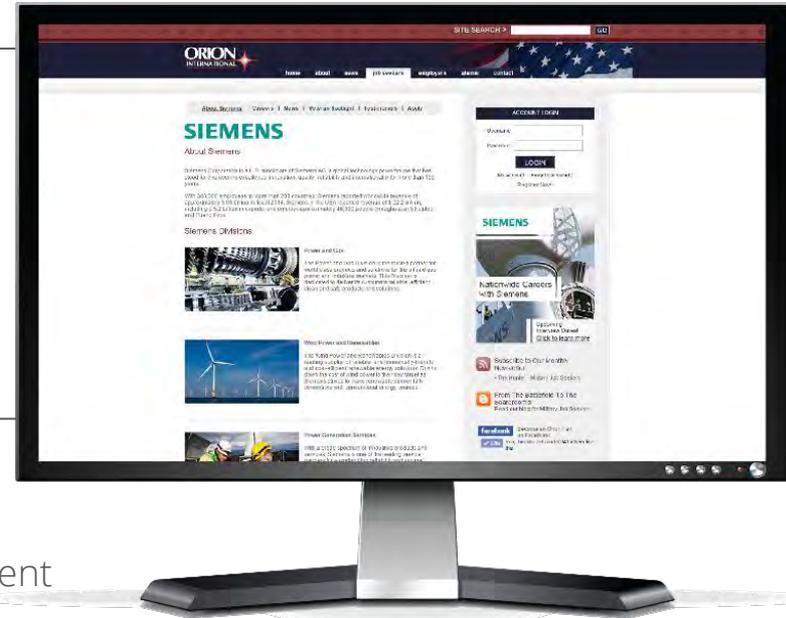
Siemens is a global powerhouse specializing in the areas of power generation, medical diagnostics, infrastructure, and industry solutions.

Customer Challenge

Siemens was seeking a strategic partner to manage its military hiring initiative. The company faced challenges related to gaps in federal markets and employment brand recognition within the military community.

Orion Talent's Solution

- Identified ideal job families to be supported by military talent
- Created a customized brand marketing and Veteran outreach campaign to boost Siemens' employment brand within the Military Talent Community
- Provided OFCCP compliance assistance to meet the federal benchmark of 7%
- Delivered on-site and virtual training sessions to Siemens' Talent Acquisition, Human Resources and Hiring Managers help translate military occupations and skillsets



Results

- Hired more than 2,500 Veterans and Military Spouses into all divisions of Siemens since 2010
- Positioned as a best-in-class employer of Veterans with a renewing pipeline of interested candidates
- Gained positive press by President Obama and First Lady Michelle Obama in key addresses, including the State of the Union
- Experienced an increase in federal business due to compliance with OFCCP regulations



Orion-owned steps in the process

Identify ideal job families for Veterans

Create job descriptions

Launch brand marketing & outreach campaign

Sourcing & recruiting

Conduct phone screens & create hiring plans

Offer presentation & negotiation

Background & drug screen checks

Facilitate PR opportunities

Provide OFCCP compliance assistance