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Industry Bulletin from The Starr Conspiracy Intelligence Unit

## Why Glassdoor's \$50M Signals Big Moves In Recruiting Tech

By Lance Haun  
Editor

*Note: This bulletin is part of The Starr Conspiracy Intelligence Unit's industry coverage. Glassdoor is not a client of The Starr Conspiracy, and the views expressed here are based on publicly available information, as well as our own industry background.*

FORT WORTH, Texas (Dec. 10, 2013) - Last week, company ratings and career site [Glassdoor](#) announced that it had [secured an additional \\$50 million to expand internationally](#). Expanding internationally will be a fantastic move for the organization, but the funding more than doubled the money it has already raised (\$43 million).

As *The Wall Street Journal* [notes](#), this is more than likely a precursor to an IPO:

"We've been architected from day one to be a public company at some point," said Chief Executive Robert Hohman, who co-founded Glassdoor in 2007 with Chairman Richard Barton, the co-founder of Zillow Inc. (now public) and Expedia (which went public and was subsequently acquired by IAC Corp.). "Having a strong stable of crossover investors who will buy into the IPO and hold shares after the IPO is very attractive," he said.

Another surprising note from the *WSJ* piece? **Glassdoor says it has more job listings than LinkedIn**. Even if it is close, that's a big deal. LinkedIn launched its IPO 2 1/2 years ago, and much of its growth has been on the back of its recruiting solutions. In the fight for a next generation career site, Glassdoor has not only momentum on its side, but also a unique, hard-to-replicate formula.

Those who think Glassdoor is simply a Yelp or TripAdvisor for companies haven't looked at the product recently. Not only has it added job listings, but it has also added employer profiles and, most importantly (at least for us), analytics to better understand your employer brand. The employer analytics product I was shown earlier this year (which was subsequently released to its employer clients) is still being developed, but the wealth of data Glassdoor sits on is impressive.

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As talent acquisition leaders become more interested in tracking employer brand efforts (and, yes, they should), Glassdoor will become even more vital. For organizations that don't have the budget to do true employer brand awareness research, **Glassdoor can offer data that is otherwise difficult and expensive to find.**

Advanced investment in any HCM sector is good for the entire industry. This pre-IPO round of funding will encourage more investment in one of the most exciting segments of enterprise technology. *The Motley Fool* [did an interview with Hohman](#), a portion of which you can find below ([click through to view](#)):



*Lance Haun is an editor for The Starr Conspiracy Intelligence Unit. You can reach him at [lance@thestarrconspiracy.com](mailto:lance@thestarrconspiracy.com).*

#### About The Starr Conspiracy Intelligence Unit

There's a new era of enterprise technology that can finally unleash the full promise of human potential. If you're on board, we're ready to get you there.

The Starr Conspiracy Intelligence Unit (TSCIU) delivers growth-oriented strategy, research, and advisory services, providing the guidance and key insights you need to grow market share and increase profitability. Let's face it: The protectors of the status quo in marketing fall back on outdated formulas that won't deliver growth and aren't sustainable. We've seen it before, and that approach to marketing is dead.

TSCIU takes your business as personally as you do, and we will challenge you to shift your perspective. Most important, though, we deliver marketing clarity so you can make decisions with confidence.

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