



# LinkedIn

La rivoluzione digitale nella vostra azienda:  
HR, Vendite, Marketing e Formazione



**Giovanni Papa**  
LinkedIn  
Relationship Manager

# Agenda



- **9.00 am – 9.30 am** Welcome to LinkedIn
- **9.30 am – 10.30 am** LinkedIn: La rivoluzione digitale nella vostra azienda: HR, Vendite, Marketing e Formazione
- ' (Relatore: **Giovanni Papa**)
- **10.30 am - 10.45 am** - Coffee Break
- **10.45 am - 11.05 am** - SmartWorking: Il caso di eccellenza degli uffici LinkedIn di Dublino (Relatrici: **Annabel Heffernan** e **Eileen Slamon**)
- **11.05 am - 11.45 am** - Office Tour
- **11.45 pm - 12.45 pm** – Laboratorio "Rock your profile" e "Rock your Company Page" (Relatori: **Vincenzo Catalano** e **Silvia Bernabo'**)
- **12.45 pm - 13.45 pm** – Pranzo
- **13.45 pm – 14 pm** – Saluti e Foto di Gruppo (Relatori: **Nicola D'Alba** e **LinkedInTeam**)



# LinkedIn – The world's largest professional network



21M+ UNITED KINGDOM  
12M+ FRANCE  
10M+ ITALY  
11M+ D-A-CH  
9M+ SPAIN  
6M+ NETHERLANDS  
5M+ TURKEY  
2M+ DENMARK  
2M+ BELIGUM  
2M+ SWEDEN  
1M+ IRELAND  
1M+ NORWAY

8M+ AUSTRALIA  
1M+ NEW ZEALAND  
7M+ INDONESIA  
4M+ PHILIPPINES  
3M+ MALAYSIA  
1M+ SINGAPORE

**530+**

Global Members (November 2017)





1B+

Microsoft Users



## OUR VISION

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Create economic opportunity for every  
member of the global workforce

OUR VALUE PROPOSITION

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# Connect to Opportunity

FOR OUR MEMBERS

**ADVANCE MY CAREER**

FOR OUR CUSTOMERS

**WORK SMARTER**

# Corporate Solutions

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FOR OUR CUSTOMERS

**WORK SMARTER**

Hire

Market

Sell

Learn



Showing results for... | 📌

Job title

Project Manager +

Technical program manager, Program mana...

Locations

Greater Chicago Area +

San Francisco Bay Area, Greater New York...

Skills

Project plansBusiness strategy

Management +

Market entry, Analysis, Corporate developm...

Companies

+ Add companies

Google, Facebook, Evernote, LinkedIn, Ocu...

Education

📅 Any to 2012

Northwestern University

DePaul University +

University of Illinois at Urbana-Champaign, P...

Keywords

+ Add keywords

View more

107

all candidates

86

have company connections

107

Are open to new opportunities


48

are past applicants

▼

107 results

◀ 1 - 25 ▶ | ☐



Kenneth Hamm • 3rd

Project Manager, Business Analytics at LinkedIn  
Greater Chicago Area - Information Technology and Services

Current

Project Manager, Business Analytics at LinkedIn 2011 - Present

Founder at Eyesight Analytics 2013 - Present

Past


Data Analysis / Project Manager at Splashtop Inc. 2008 - 2011

Venture Capital Analyst Intern at DFJ Dragon Fund 2005 - 2008

Education

Northwestern University 2001 - 2005

🔗 Open to new opportunities



Ellen Silverman • 2nd

Senior Project Manager at Victorian Automotive Chamber of Commerce  
Chicago, Illinois - Information Technology and Services

Current

Senior Project Manager at Victorian Automotive Chamber of Commerce 2012 - Present

Project Manager at Startup 2011 - 2012

Past


Project Manager at Uber Technologies 2011 - 2011

Project Manager at hewlett packard 2008 - 2011

Education

DePaul University 2003 - 2007

🔗 Company connections 🧑 Recruiting activity ✓ In ATS



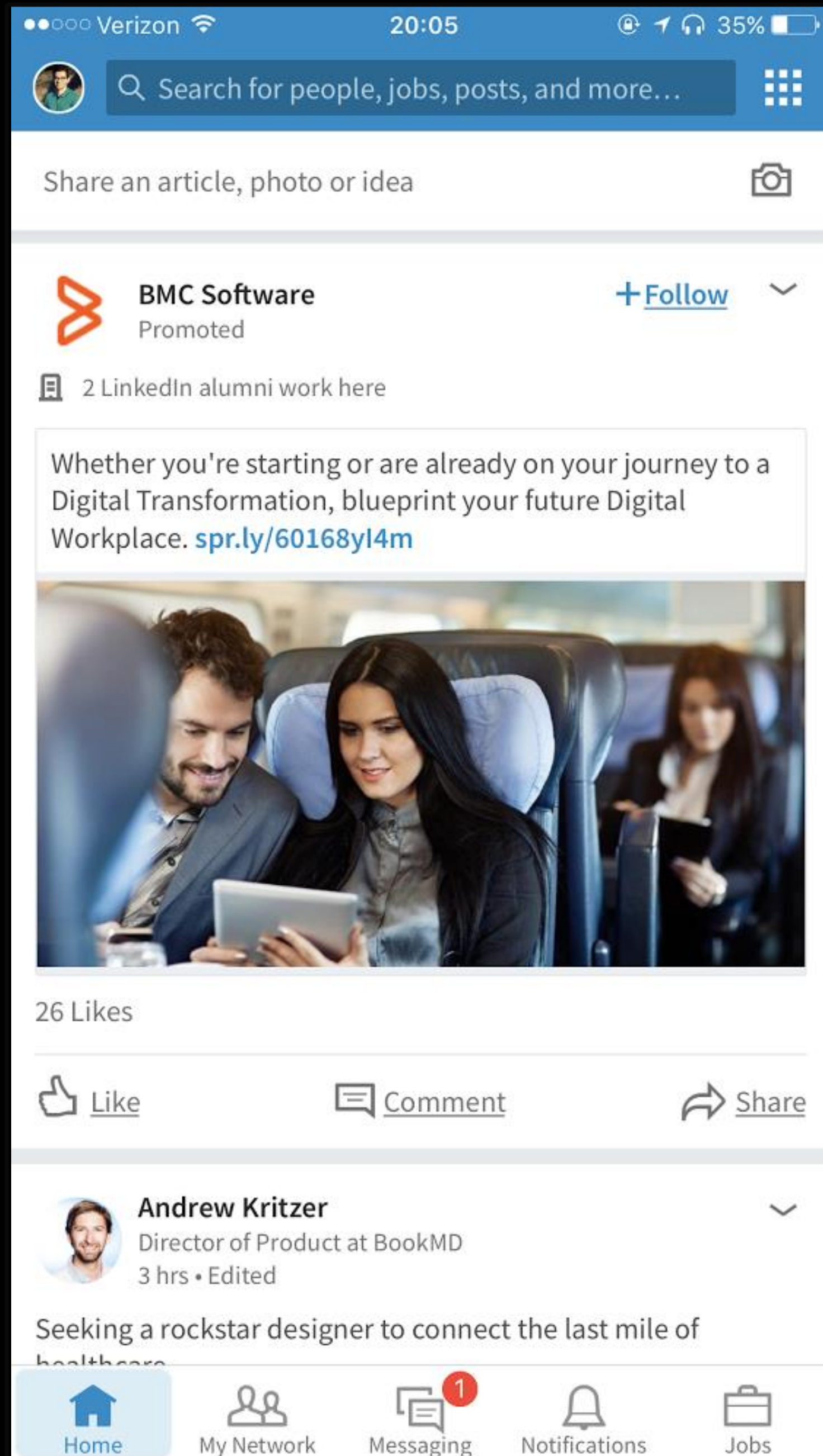
Aubrey Macky • 3rd

Project Manager at SureTime  
Chicago, Illinois - Design

WORK SMARTER

Hire  
Talent Solutions

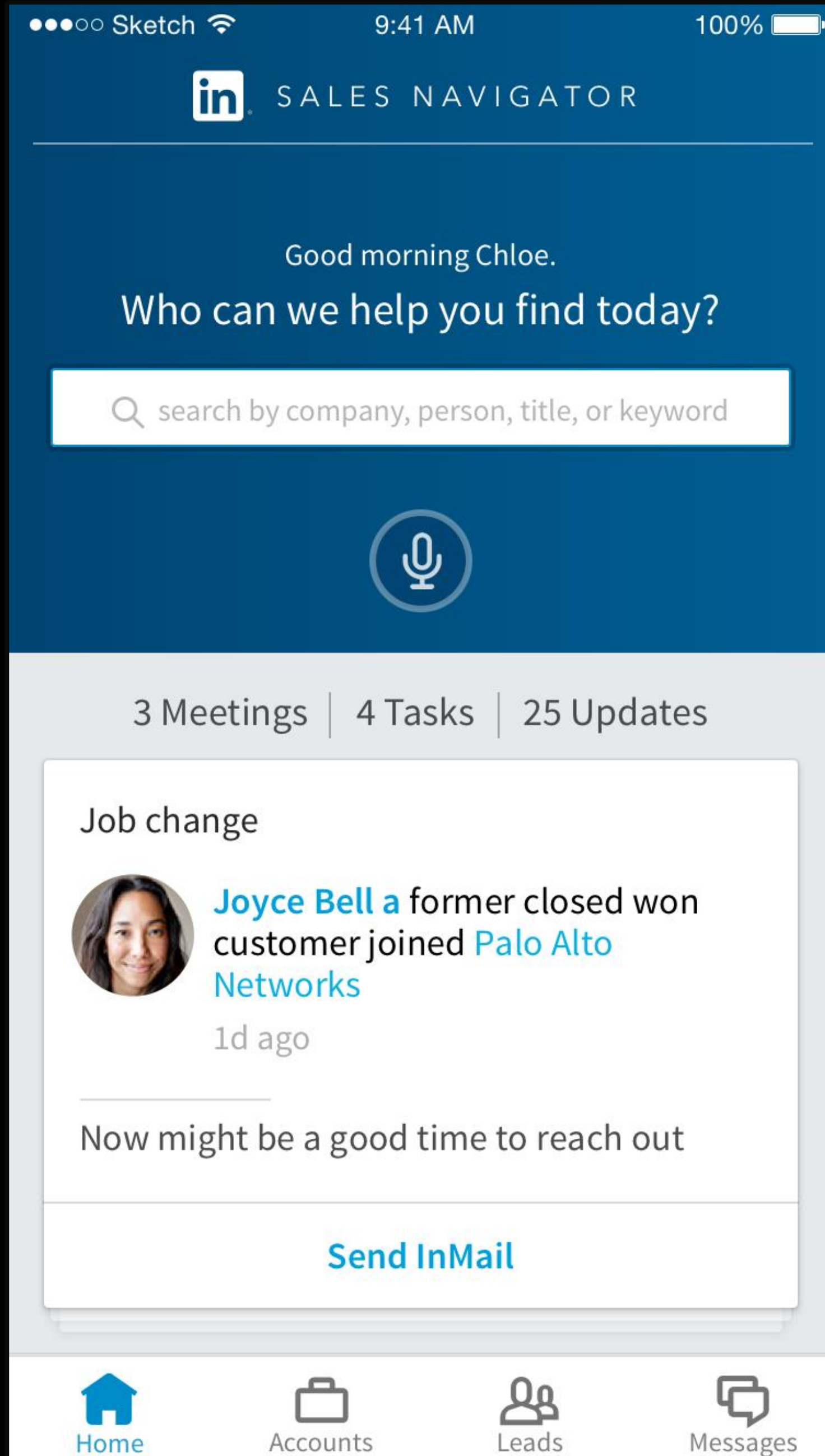




WORK SMARTER

# Market

Marketing Solutions



WORK SMARTER

Sell

Sales Solutions



A person is sitting at a wooden desk, viewed from behind. They are wearing a light-colored long-sleeved shirt. In front of them is a silver laptop displaying a map. They are holding a smartphone in their right hand. The background is a dark, textured surface.

# 75%

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Buyers B2B use social media during  
their decision process





LEARNING

Search for topics, skills, courses and videos



Start free trial



Good evening Alexandra

Get back to what you are interested in learning

1

In progress

3

Saved

16

History

Skills you're interested in: [Excel](#) · [Management](#) · [Data Analysis](#) · [Marketing](#) · [Web development](#)

[Edit skills](#)

Continue where you left off



COURSE

**Content Marketing: Staying relevant.**

Current video • 2m 34s

Stay relevant based on demographics and firmographics

[Continue](#)



COURSE

**Mobile Marketing Fundamentals**

Current video • 2m 34s



Top picks for you



LEARNING PATH



SERIES



COURSE



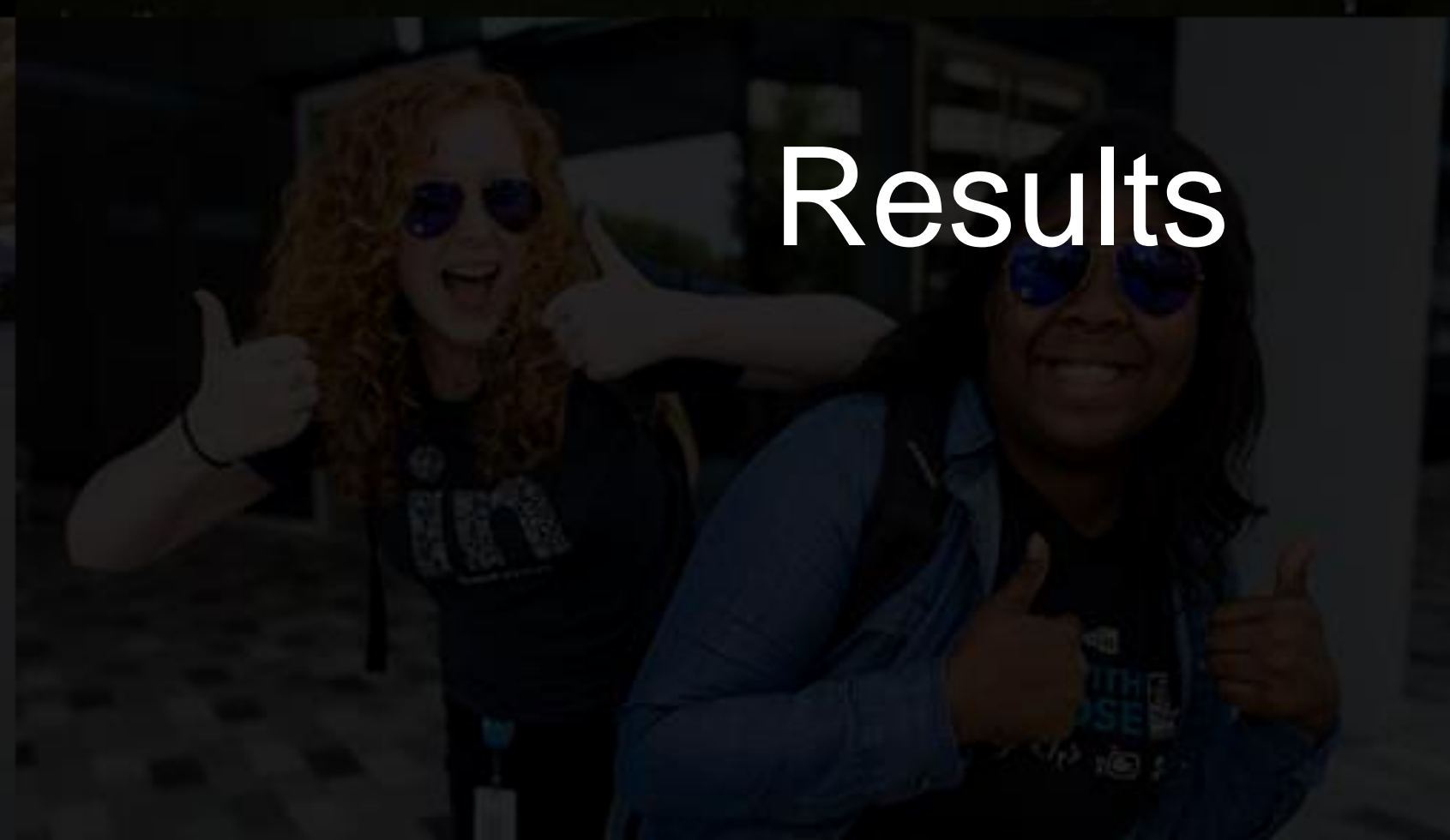
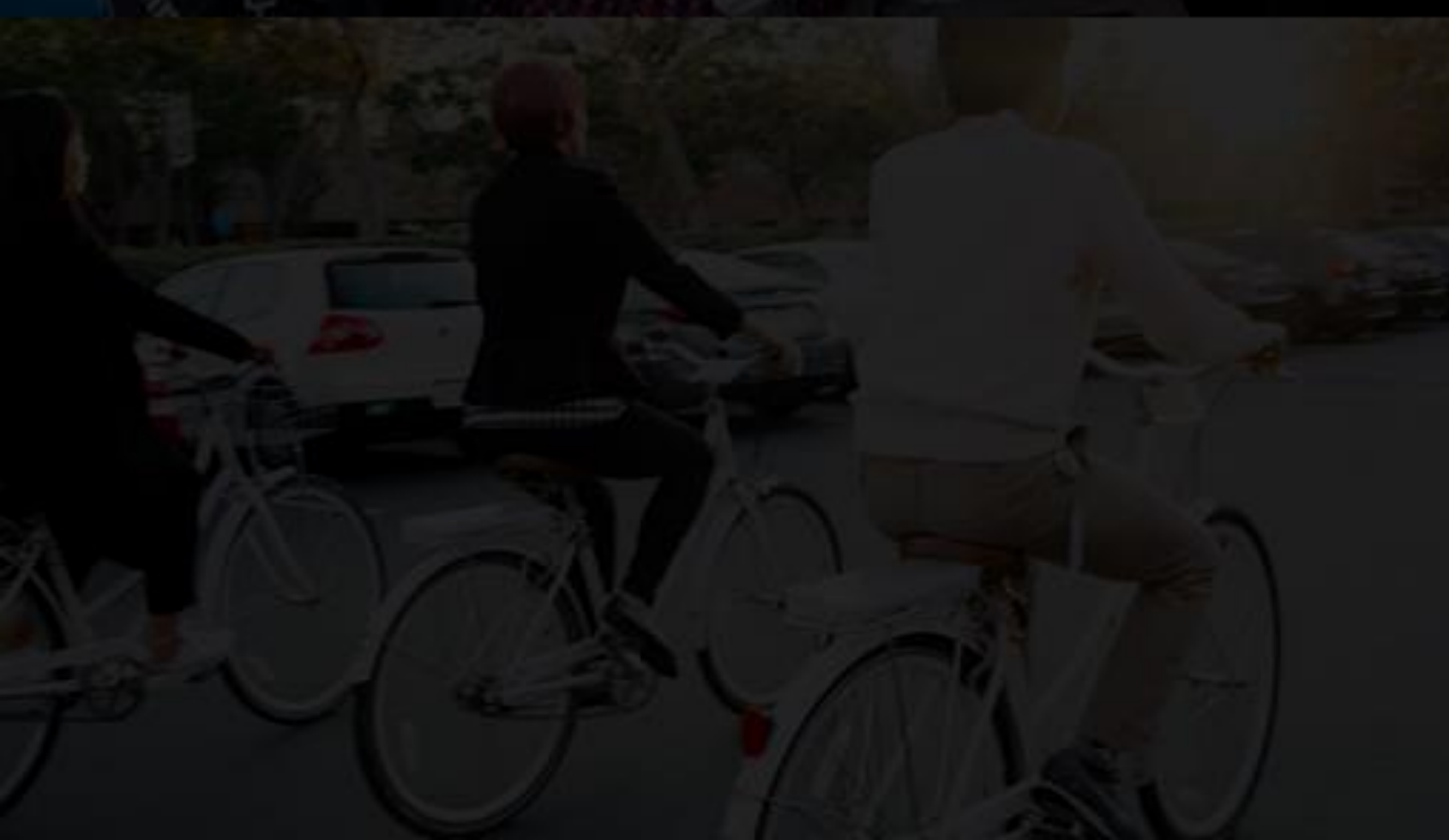
COURSE

WORK SMARTER

Learn

Learning Solutions





# Our Culture

Transformation

Integrity

Collaboration

Humor

Results





# Our Values

Members first  
Relationships matter

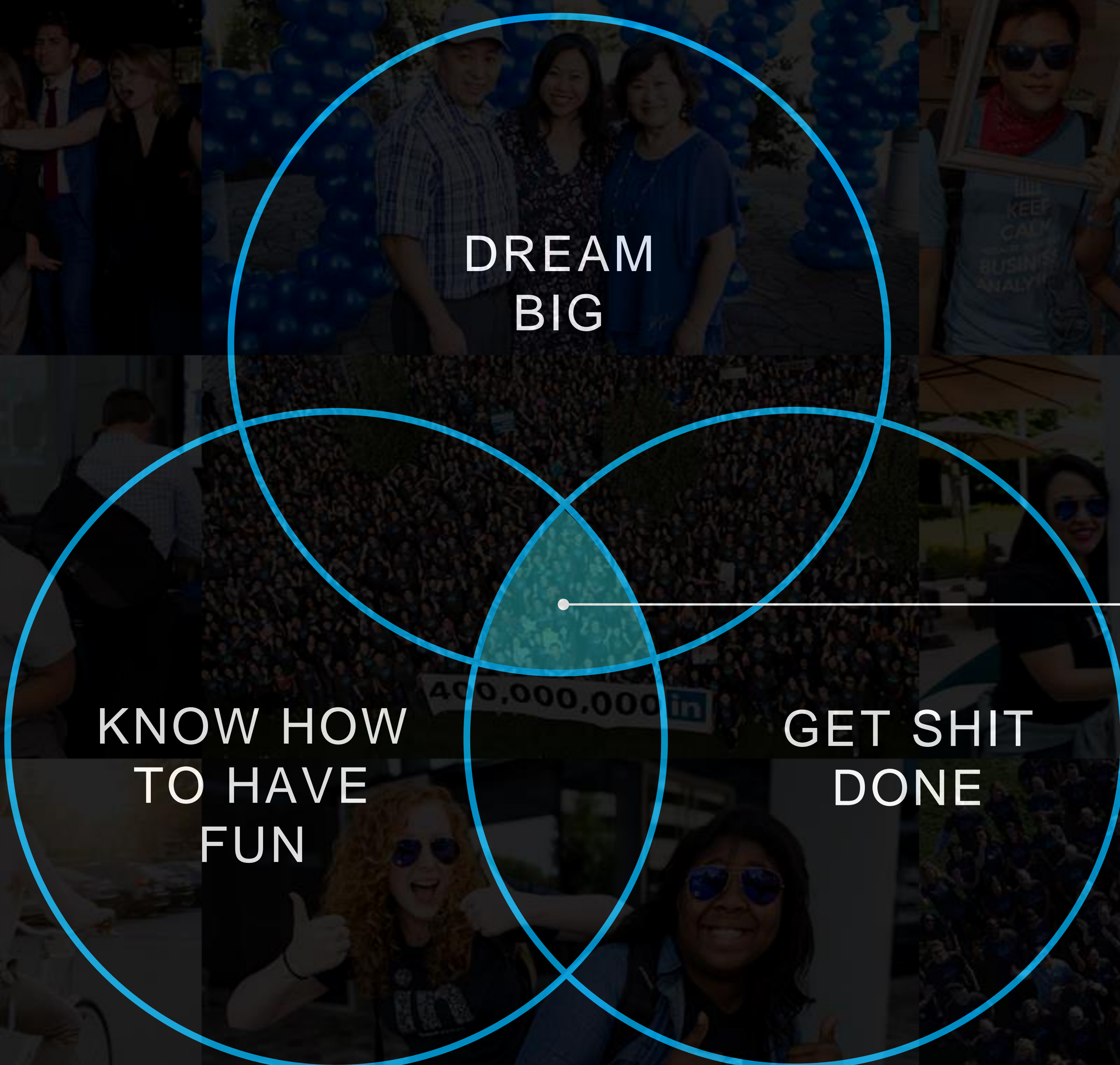
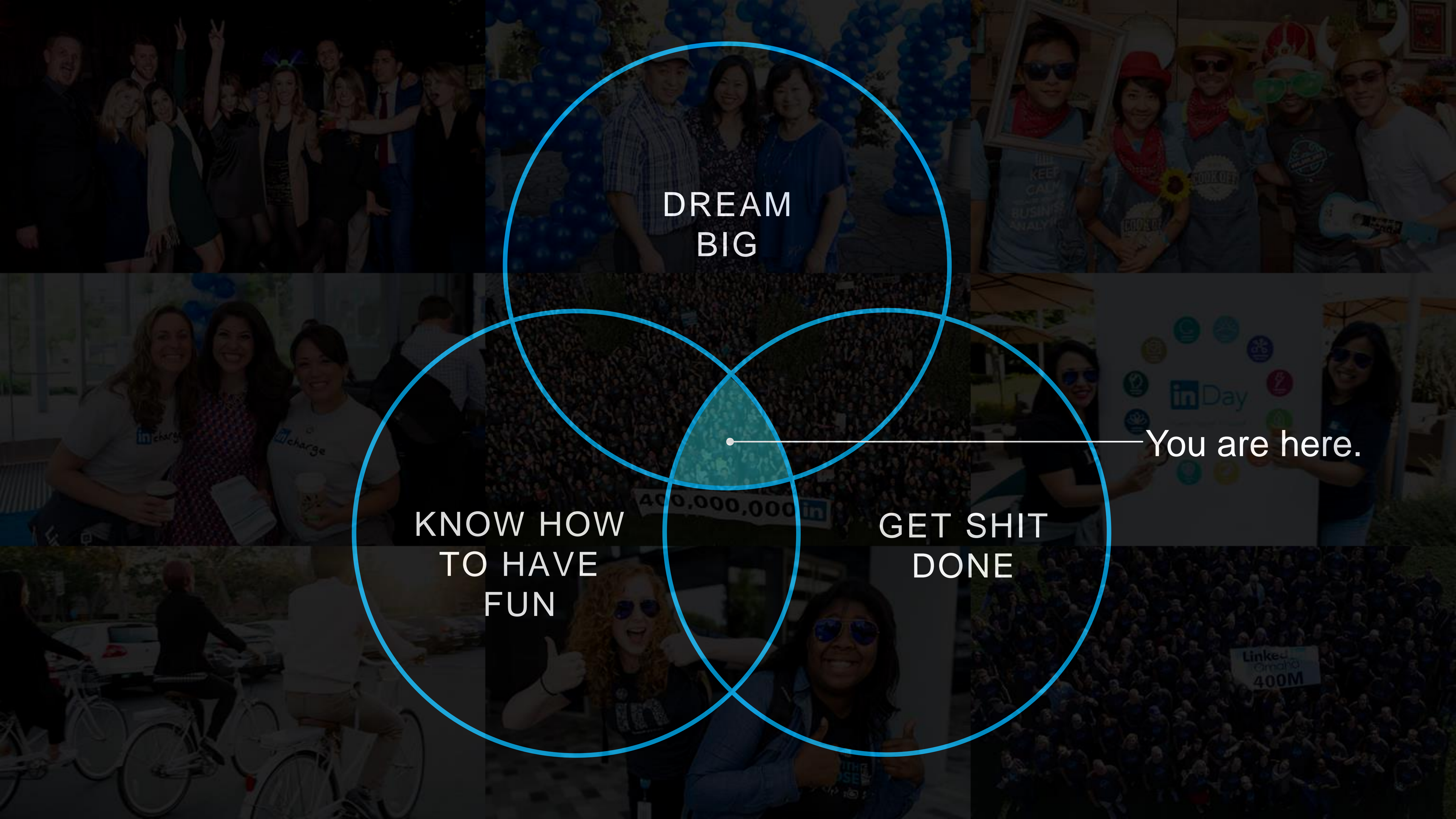
Be open, honest, and  
constructive

Demand excellence

Take intelligent risks

Act like an owner





DREAM  
BIG

KNOW HOW  
TO HAVE  
FUN

GET SHIT  
DONE

You are here.

400,000,000 in

LinkedIn  
Omaha  
400M

inDay



