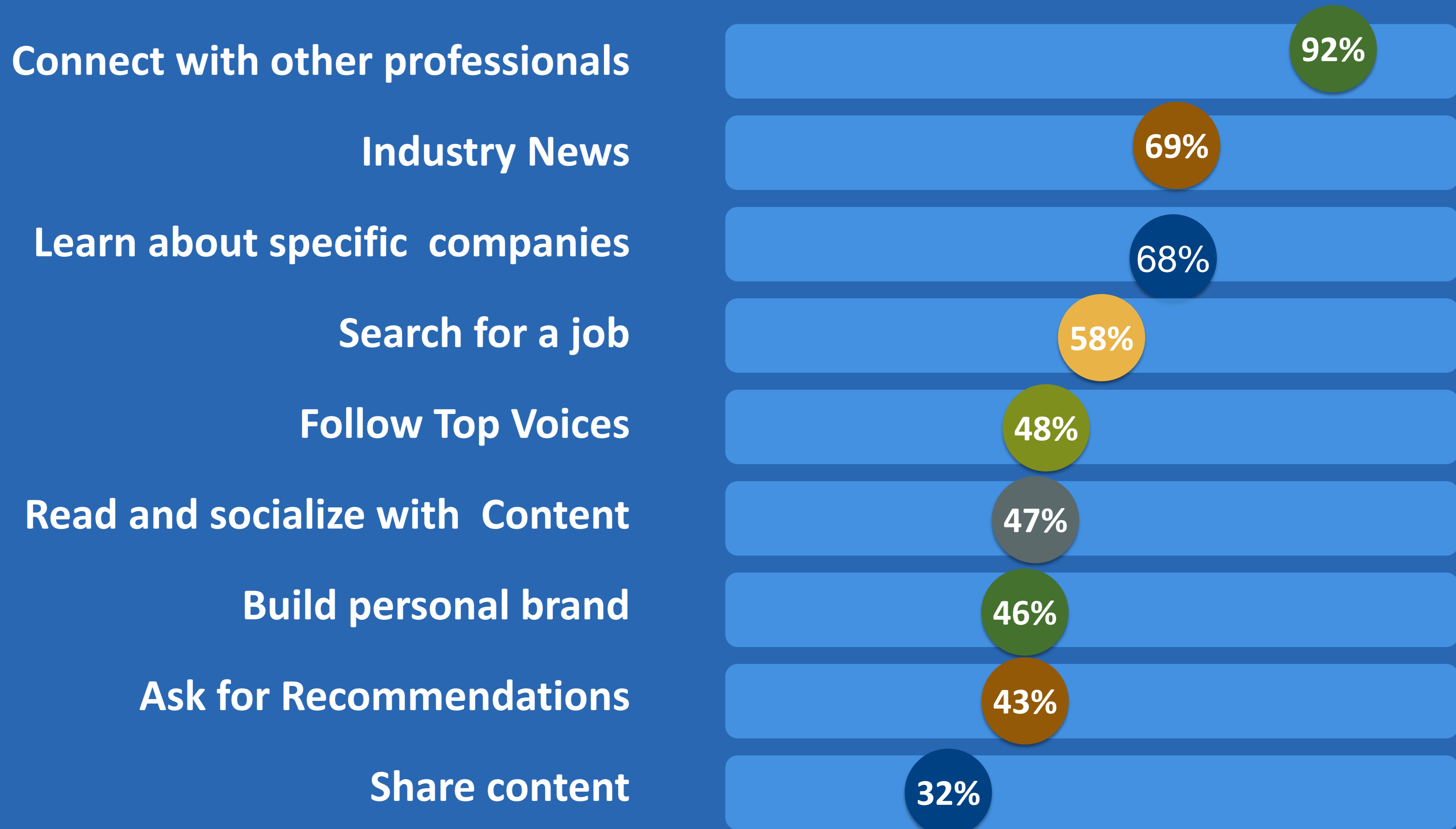




Why our members use LinkedIn?



AI@in

900M

Members

38k

Skills

Recruiter

Anti-abuse

Trust

Content moderation

Flagship

Feed

JYMBII

Buyers

20k

Ads

PYMK

Courses



LinkedIn's Colombia Economic Graph

Globally 600+ new data points are created every 2 seconds, fueling our Economic Graph.



11M+

Members

Colombia

75k+

Companies

Colombia

38k+

Skills

Global

120k+

Schools

Global

Stats as of Mar 2022

Figures represent active members located in Colombia, as well as on a global level companies that have a page on LinkedIn, schools (high schools and colleges) and standardized skills listed on the platform.

A Look at Occupations represented in Colombia

Fastest Growing Occupations (YoY Growth)

Most In-Demand Occupations (Average Inmails Sent L12M)

Software Engineer

Account Manager

Product Manager

Marketing Specialist

Business Specialist

Chief Executive Officer

Founder

President

Managing Director

Entrepreneur



iOS Developer

Salesforce Developer

DevOps Engineer

Quality Assurance Automation Engineer

Site Reliability Engineer

Java Software Engineer

Android Developer

Javascript Developer

Technical Recruiter

Software Designer



**Why the world is afraid of
AI?**



Responsible AI Principles at LinkedIn

Advance Economic Opportunity

Uphold Trust

Promote Fairness & Inclusion

Provide Transparency

Embrace Accountability

The most reliable
Social Network for 4
consecutive years

BUSINESS
INSIDER

Rank	2017	2018	2019	2020	2021
1					
2					
3					
4					
5		 			
6					
7					

What is Generative AI?

GPT and GAI Components

GPT

=

1

Generative

Generate new content based on a natural language input (prompt)

+

2

Pretrained

Trained on the whole internet and more

Can learn on the fly

Can be fine-tuned

+

3

Transformer

Just a different kind of Deep Learning architecture using "attention"

Nearly 1 in 4
organizations use
automation and/or AI
to support HR-related
activities.

The largest organizations are more to be utilizing automation and/or AI to support HR-related activities



Extra-large
organizations
(5,000+
employees)



Large
organizations
(500-4,999
employees)



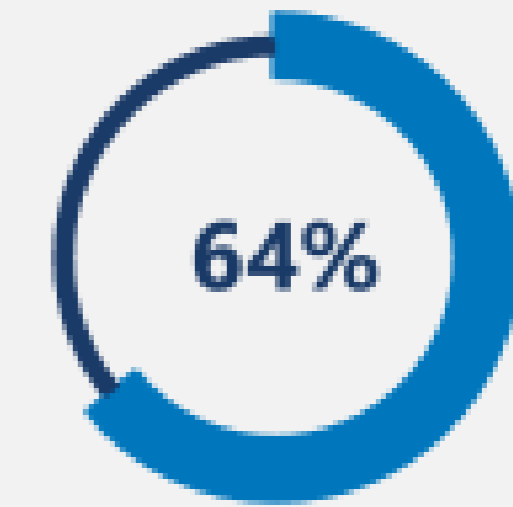
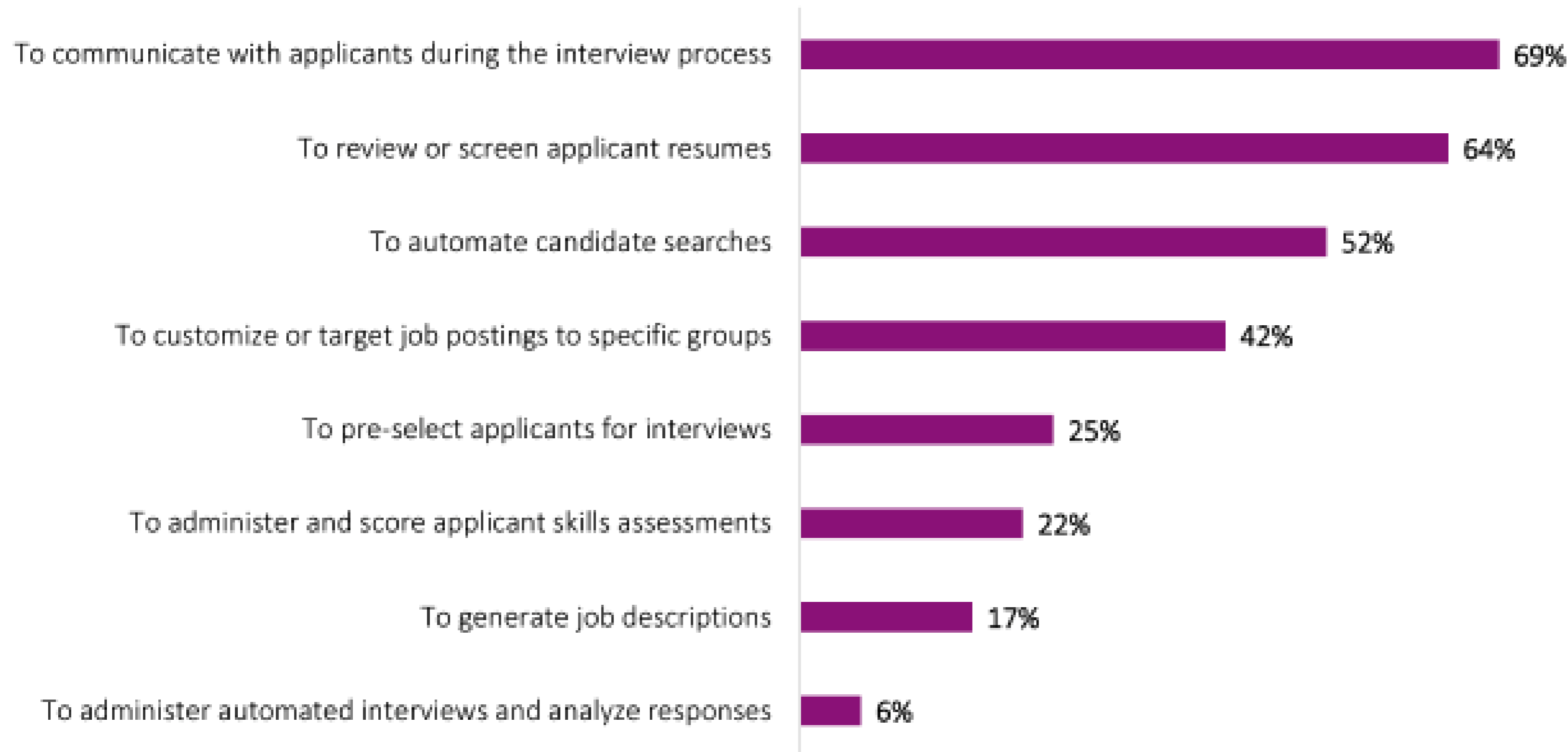
Medium
organizations
(100-499
employees)



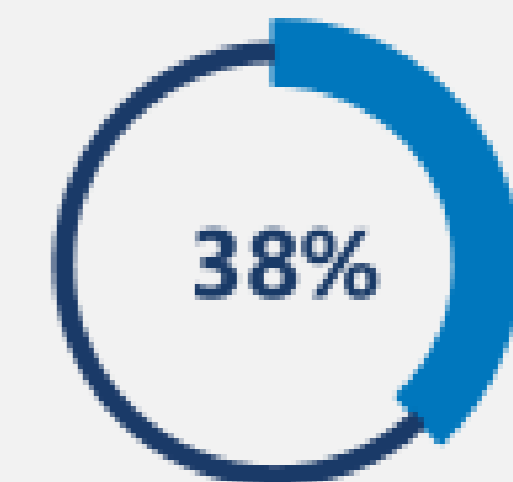
Small
organizations
(2-99
employees)

How organizations use automation or AI to support recruiting and hiring activities

**Question was select all that apply.*



of HR professionals say their organization's automation or AI tools **automatically filter out unqualified applicants.**

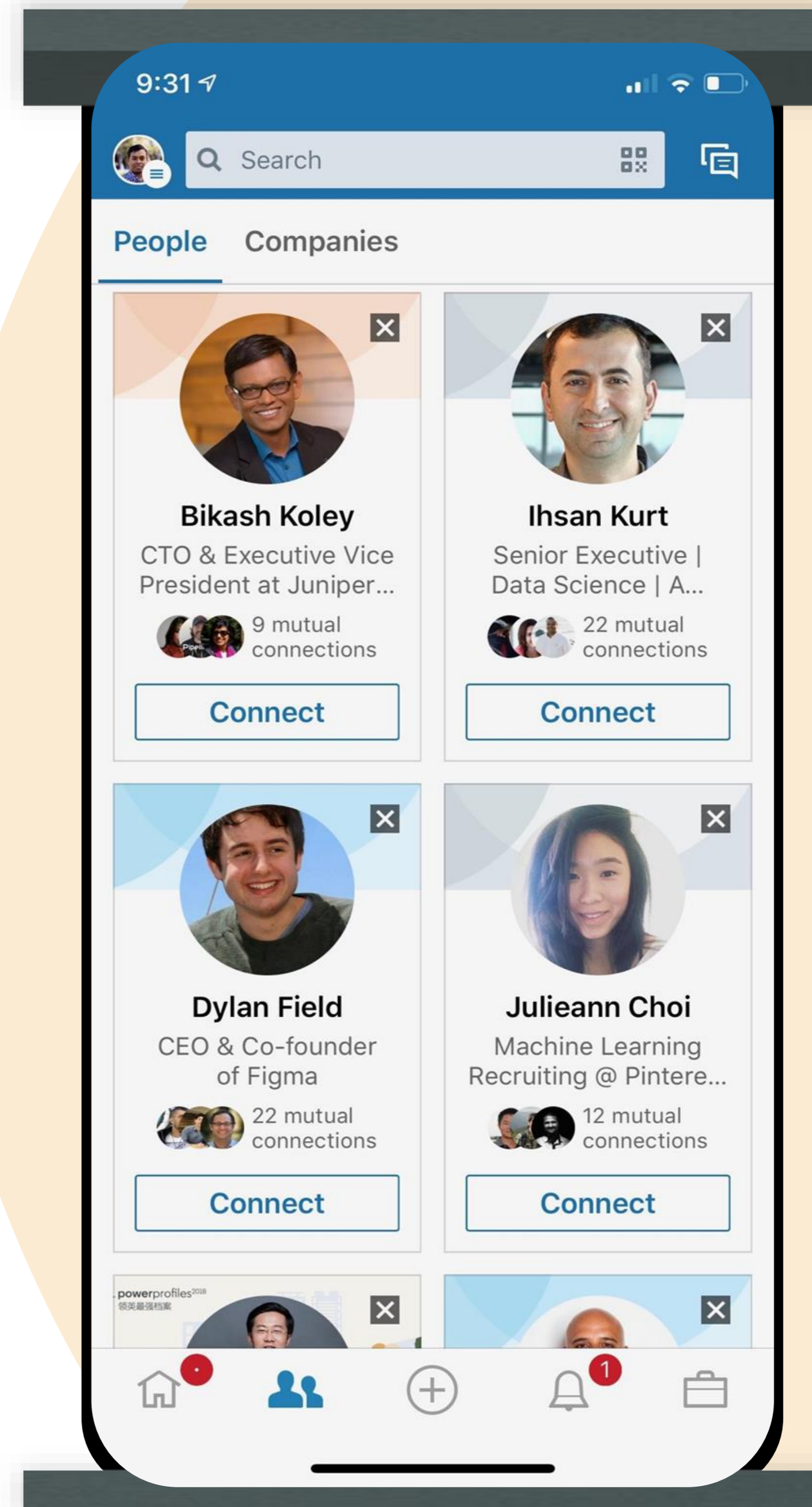


of HR professionals say their organization's automation or AI tools **provide a percentage match or ranking for each applicant.**

AI@LI drives **search**
and
recommendation
engines to help our
audience connect on
what matters most



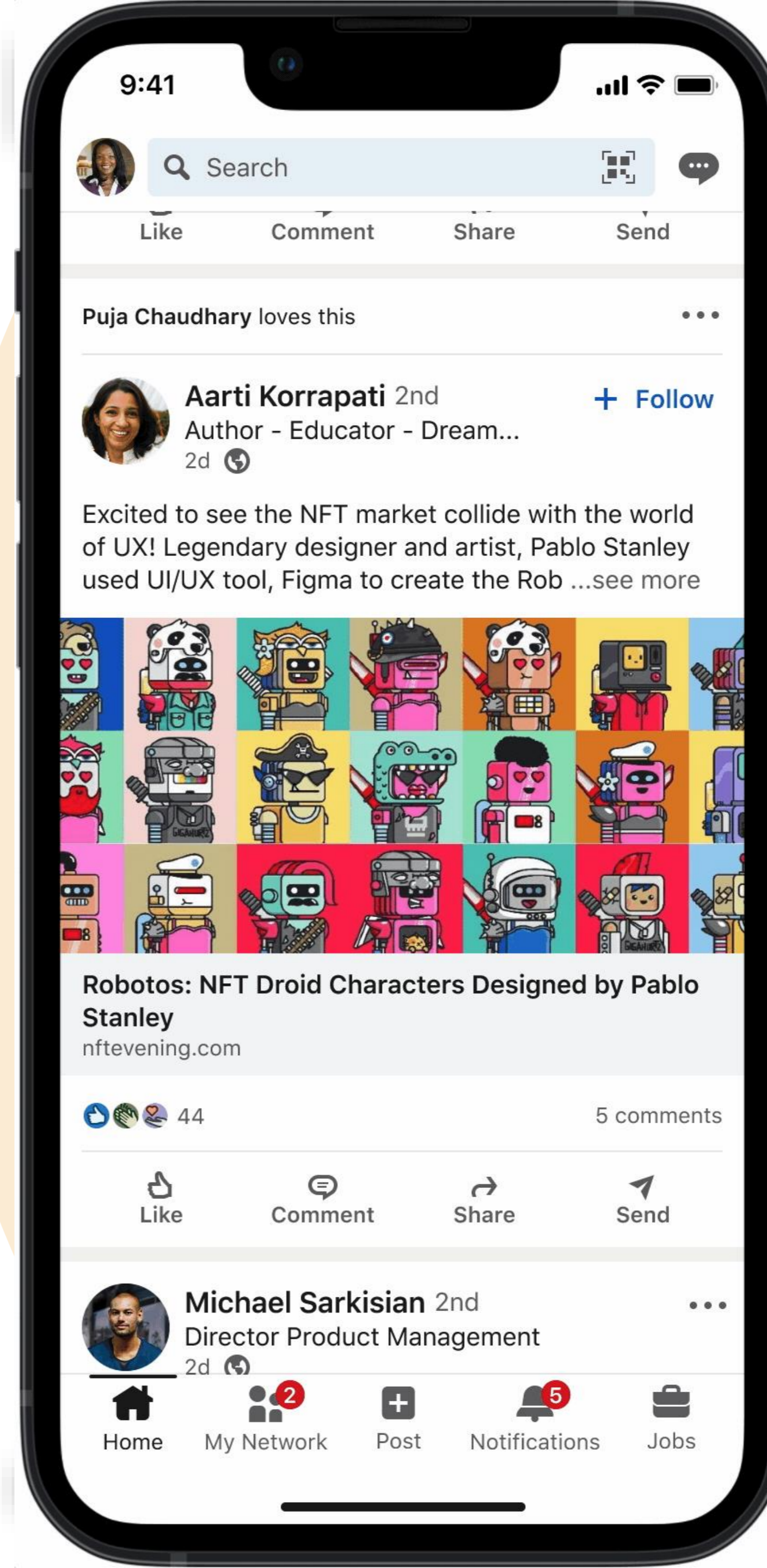
People You May Know



Are they interacting more with one another?

LinkedIn Feed: Quality Engagement is KEY

Are they writing quality conten?



Talent Marketplace



Job seeker



Hirer



Find a great hire, fast

Rated #1 in increasing quality of hire.

Job title


Company
 Golden Phase

Workplace type

Job location 

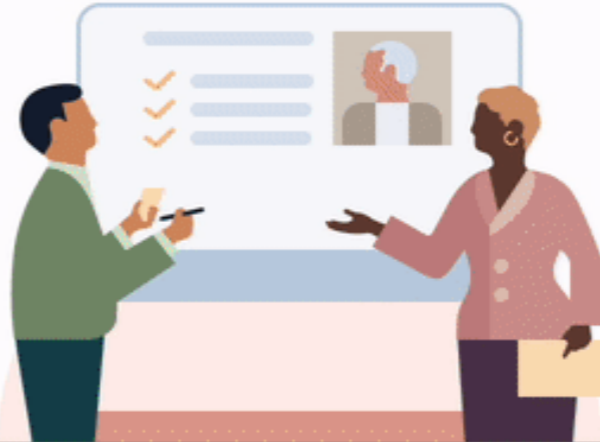
Job type

[Start free job post](#)

[Learn how job posting works](#) 

Rated #1 in increasing quality of hire¹

Post your job on the world's largest professional network and use simple tools to prioritize the most qualified candidates - so you can find the people you want to interview, faster.



Talent Marketplace



Instructor



Learner

Talent Marketplace

Food Server

Food & Beverage
Teamwork
Waiting Tables
Time Management
Communication
Hospitality
Customer Service
Social Media
Organization Skills
Restaurant Management
Public Speaking
Cashiering
Customer Satisfaction
Event Planning
Microsoft Access
Research
Interpersonal Skills
Sales
Catering

Store Manager

Store Management
Visual Merchandising
Merchandising
Loss Prevention
Retail Sales
Retail
Inventory Management
Driving Results
Sales Management
Big Box
Fashion
Apparel
Merchandise Planning

Operations Coordinator

Operations Management
Event Planning
Time Management
Logistics Management
Office Administration
Data Entry
Social Media
Customer Service
Inventory Management
Event Management
Teamwork
Communication
Teaching
Sales
Team Building
Administrative Assistance
Microsoft Access
Public Speaking
Marketing

There are over 36,000 unique skills we measure across more than 6,000 unique job titles on LinkedIn. Here are three different jobs where our data shows **Time Management** - one of the most common skills we track - ranks among the top skills.

Talent Marketplace

Food Server

Food & Beverage
Teamwork
Waiting Tables

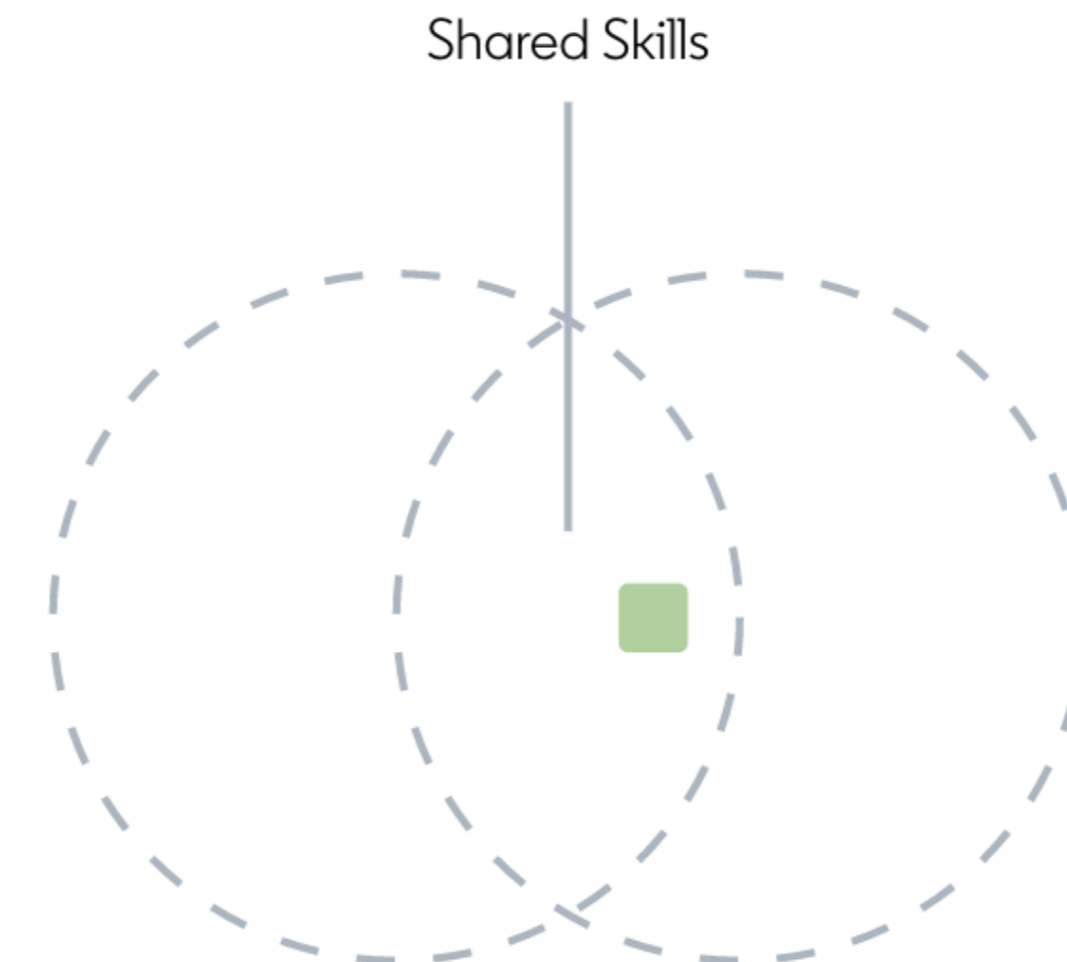
Communication
Hospitality
Customer Service
Social Media
Organization Skills
Restaurant Management
Public Speaking
Cashiering
Customer Satisfaction
Event Planning
Microsoft Access
Research
Interpersonal Skills
Sales
Catering

Time Management is ranked as the fourth most important skill for both jobs. If we think about comparing them like a venn diagram, those are overlapping skills that are equally useful to both jobs.

Operations Coordinator

Operations Management
Event Planning

Logistics Management
Office Administration
Data Entry
Social Media
Customer Service
Inventory Management
Event Management
Teamwork
Communication
Teaching
Sales
Team Building
Administrative Assistance
Microsoft Access
Public Speaking
Marketing



Talent Marketplace

Food Server

Food & Beverage
Teamwork
Waiting Tables

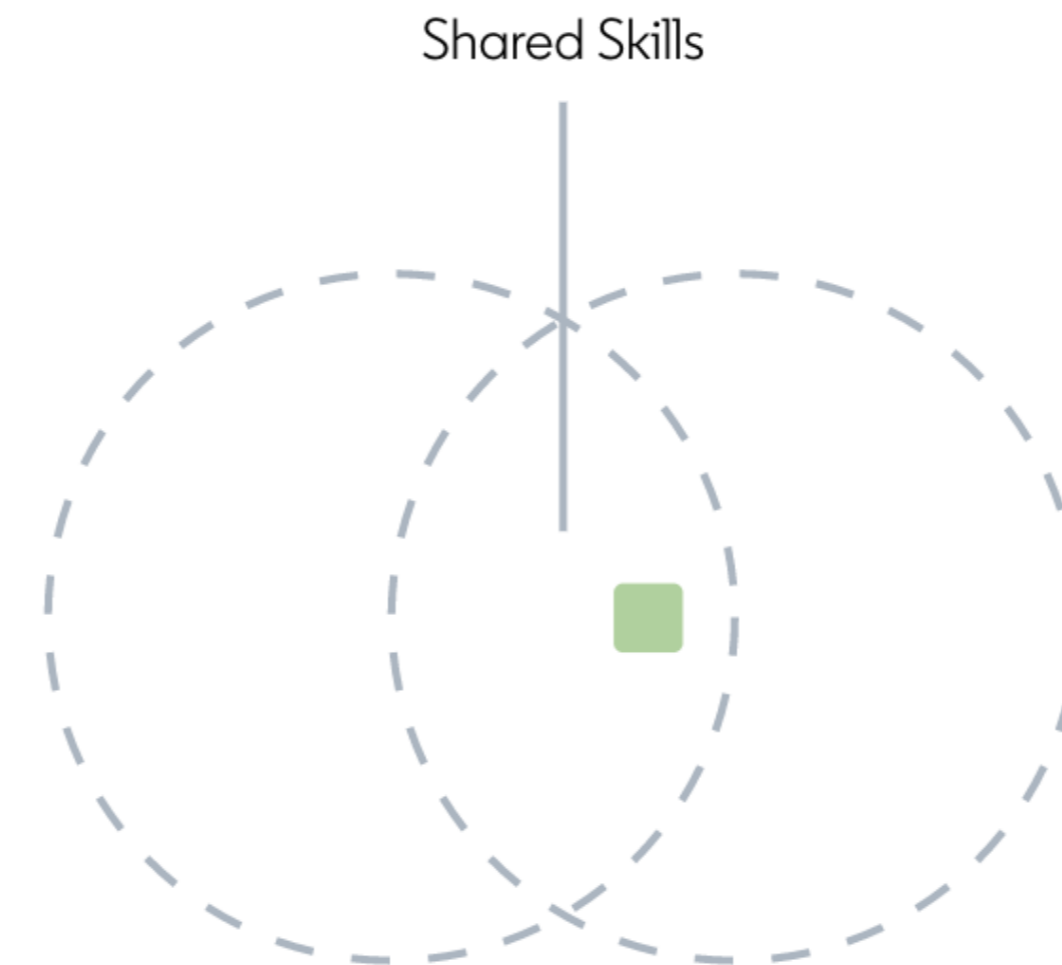
Communication
Hospitality
Customer Service
Social Media
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Public Speaking
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Talent Marketplace

jobs.

Food Server

Food & Beverage

Teamwork

Waiting Tables

Communication

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Customer Service

Social Media

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Data Entry

Social Media

Customer Service

Inventory Management

Event Management

Teamwork

Communication

Teaching

Sales

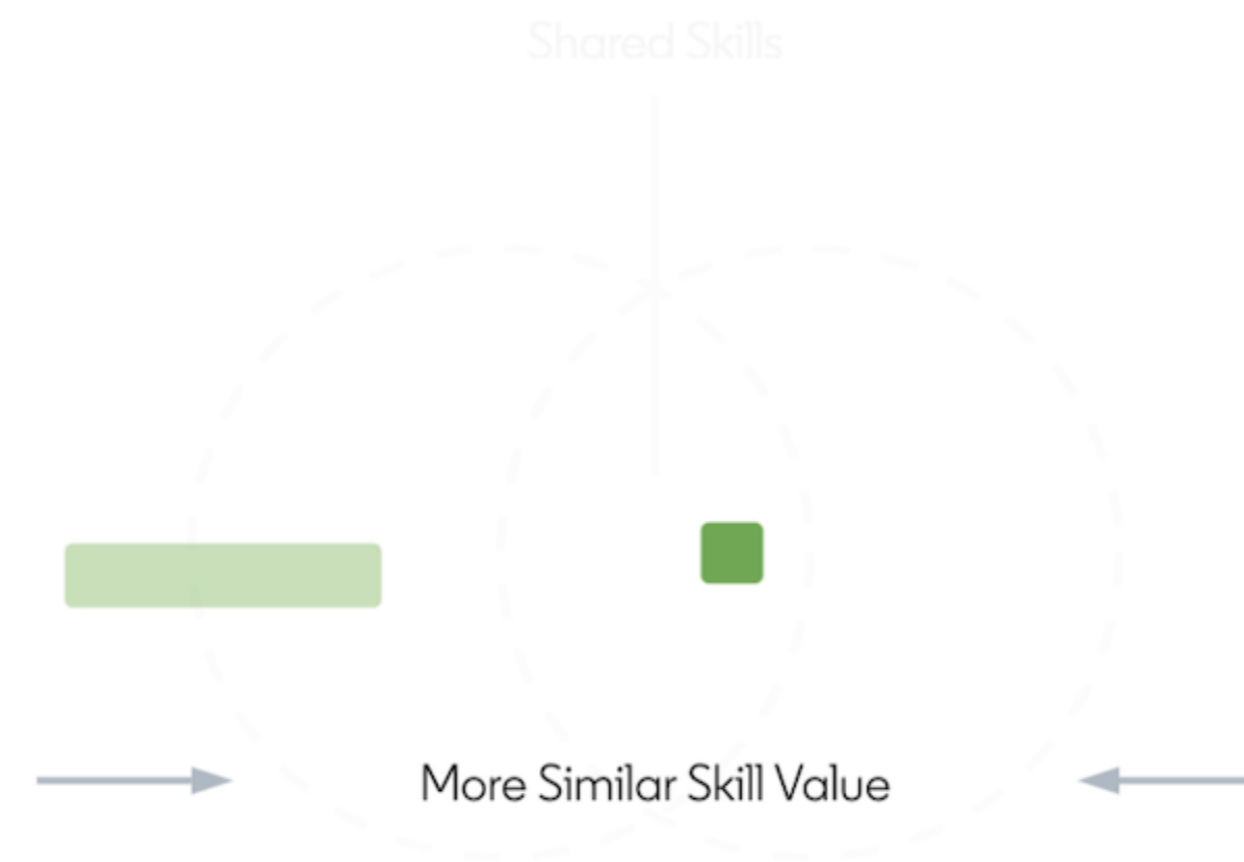
Team Building

Administrative Assistance

Microsoft Access

Public Speaking

Marketing



Talent Marketplace

Food Server

Food & Beverage

Waiting Tables

Hospitality

Organization Skills

Restaurant Management

Cashiering

Customer Satisfaction

Research

Interpersonal Skills

Catering

Operations Coordinator

Operations Management

Logistics Management

Office Administration

Data Entry

Inventory Management

Event Management

Teaching

Team Building

Administrative Assistance

Marketing

To make the comparison, we'll show you the remaining skills that are important for both jobs. Some skills align more closely to a single role than others, which will be reflected in your view. When skills are less common between two roles, they are placed further from the center, and closer to the job they are more relevant to.



Talent Marketplace

52%
skill similarity

Food Server

Food & Beverage

Waiting Tables

Hospitality

Organization Skills

Restaurant Management

Cashiering

Customer Satisfaction

Research

Interpersonal Skills

Catering

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We bring this analysis together into a single metric that we call **skill similarity**, which helps us understand how well one job might transition to another by giving a score between 0 to 100. In this case, the skills similarity score between Food Server and Operations Coordinator is 52.

Operations Coordinator

Operations Management

Logistics Management

Office Administration

Data Entry

Inventory Management

Event Management

Teaching

Team Building

Administrative Assistance

Marketing



Talent Marketplace

Food Server

Operations Coordinator

52%
skill similarity



In this comparison, the remaining skills on each side are unique to each job. These skills are certainly still useful and may appear in common with other jobs, but our analysis shows they may not be as helpful for moving from a Food Server to a Operations Coordinator role.



More Similar Skill Value



Talent Marketplace

Food Server

Customer Service Specialist

71%
skill similarity

We'll make one more comparison to illustrate how skills similarity can help you understand career transitions. The skills similarity between a Food Server and a Customer Service Specialist is 71, indicating there is even higher skill overlap to help you transition from a Food Server role to a Customer Service Specialist role than the previous Operations Coordinator and Salesperson roles.



→ More Similar Skill Value ←

Talent Marketplace

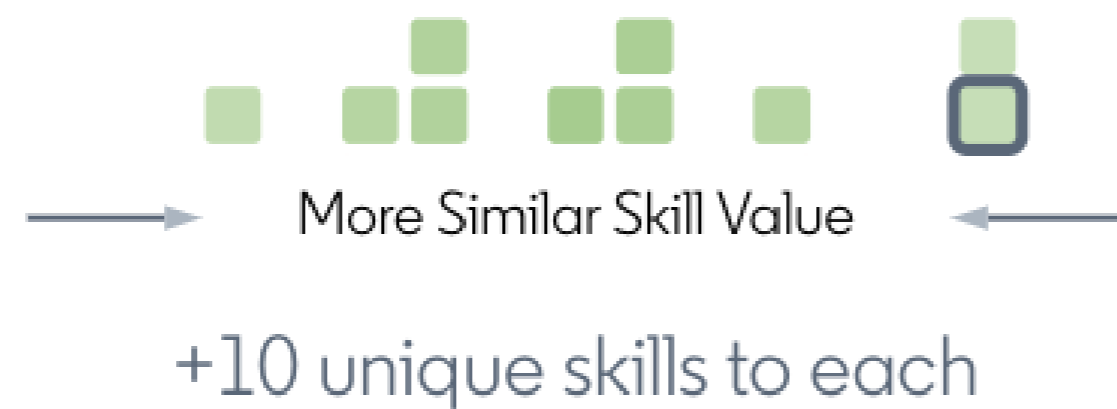
Customer Service Specialist

Match: 71%

Skills Overlap

Food Server

Customer Service Specialist



Find Jobs on LinkedIn

Skills To Build

Retail

Data Entry

Inventory Management

Phone Etiquette

Customer Experience

Find Connections on LinkedIn

Popularity



Transitioning to **Customer Service Specialist** from **Food Server** may be an untapped opportunity

“LinkedIn’s Career Explorer online through the Economic Graph” te permite explorar las transiciones



Top of Mind

1. AI it's an opportunity
2. More user + More learned data + Better product
3. Be curious