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Google is the World's Most Attractive Employer

Stockholm, September 29th 2011— Based on the preferences of over 160,000 career seekers, with a business or engineering background from the world's 12 largest economies (based on nominal GDP), Universum releases the global talent attraction index: "The World's Most Attractive Employers 2011". The index, split in the business category – preferences from business career seekers – and engineering category – preferences from engineering career seekers – reveals the current level of attractiveness that companies have as employers – and therefore their potential to lead the world of tomorrow.

On the Business index, Google repeats the win for the third consecutive year, with KPMG keeping its second place and with PwC overtaking Ernst & Young to secure a podium finish.

"The talent market for business career seekers is being dominated by the professional services firms, known for being great places to launch a career, and by companies that offer a new working culture in a dynamic environment. For the last 3 years we have been seeing Google leading the pack and it will take a strong player with a clear talent strategy to steal this number one spot", says Lovisa Öhnell, head of Research and Consulting at Universum.

On the Engineering index, again Google finds the way to the top spot for the third consecutive year, but now with IBM in the second position, relegating Microsoft to the 3rd spot on what seems to be a very strong competition for talent in the software industry – a battle that is being won by American companies.

"The software industry is highly dependent on its human capital, hence the efforts to attract and retain the brightest minds in the world. There's a new working-culture paradigm today – the relaxed & creative office – and part of it we owe to this industry. Generation Y feels very comfortable working in this new environment and it's clearly reflected in the attractiveness of the software industry." says Carlo Duraturo, Global Account Director at Universum.

World's Top 10 - Business

Google	1
KPMG	2
PwC	3
Ernst & Young	4
Deloitte	5
Microsoft	6
Procter & Gamble	7
J.P. Morgan	8
Apple	9
Goldman Sachs	10

World's Top 10 - Engineering

Google	1
IBM	2
Microsoft	3
BMW	4
Intel	5
Sony	6
Apple	7
General Electric	8
Siemens	9
Procter & Gamble	10

For a full ranking list, please consult page 4 of this news release.

The index reveals some dramatic trends

1. American Multinationals have a competitive advantage

American multinationals are still dominating both rankings with 28 companies from the Business index headquartered in the US (a rise from 24 in 2010); and with 26 in the Engineering index (also a rise from 24 in 2010). Germany is the second most represented country with six companies in the Business index and eight in the Engineering index. The podium in the Business index is completed by The Netherlands and Switzerland with three companies each and by The Netherlands with three in the Engineering index.

“The power of the German, Swiss and Dutch industry is visible not only by the global market share that they have conquered but also in the high-quality talent they are able to attract. In fact, I dare to say that the German, Dutch and Swiss competitiveness are a combination of great talent, strong management and the focus on quality. Interesting to see that companies from both Switzerland and the Netherlands are represented despite the fact that these two markets are not part of the world's 12 largest economies – a sign that it doesn't require big domestic markets to create global companies”, says Nelly Riggenbach-Hasler, Universum's Director for Europe

2. Financial organizations are on the rise in the Engineering index while IT gains ground in the Business

Financial organizations such as J.P. Morgan, Goldman Sachs and Morgan Stanley are becoming more attractive to engineering career seekers while traditional IT companies such as Apple, Intel and IBM gain talent share in the business ranking.

“This new trend reveals that the war for talent is now conducted in a broader scale and companies are tapping into talent pools that they have not considered before. This is also a result of the increased complexity of companies, with finance companies basing their activity in robust computer systems and big technological companies needing more and more to find good marketing and sales people to gain market share.”, says Claes Peyron, Universum's Director for Northern Europe.

3. Financial organizations are losing attractiveness amongst business career seekers

Apart from J.P Morgan that still manages to attract more talent in 2011, other financial organizations are underperforming in what could be considered their niche market. UBS falls five places, Bank of America/Merrill Lynch and Credit Suisse lose two positions. Morgan Stanley and Deutsche Bank take a smaller hit and climb down one place. Goldman Sachs and Citi manage to keep last year's position.



4. Automotive rises in the Engineering index

After some troubled years when it comes to financial performance, the automotive industry is gaining attraction amongst engineering career seekers with BMW, Volkswagen, Ford Motor Company, Toyota and General Motors securing places in the top 20. Daimler has performed outstandingly, climbing up the ladder an amazing 32 places compared to last year.

5. The World of work/life balance and the “Me” brand

For career seekers in both Business and Engineering the most attractive attribute a company can offer is work/life balance.

“There’s a generational gap – while Baby boomers and the generation X were highly focused on working hard to achieve material gains, generation Y is looking for a more balanced life while still wanting to achieve these gains. They seem to be aspiring for what their parents missed” says Cecilia Dahlström, Global Marketing Director at Universum.

Engineering career seekers are also looking for companies that offer a creative and dynamic work environment and, a sign of turbulent economic times, a secure employment. Business career seekers are looking for professional training and development and good prospects for high future earnings, “a clear sign of the ‘Me’ brand – career seekers want to develop themselves in a way that every day is another step in increasing their employability and prospects for a better and balanced career”, adds Ms. Dahlström.



In a world where top performing employees are becoming a scarce commodity, finding the right people is critical for business success. At a time when low birth and death rates are significantly shifting world demographics, the dilemmas of the 21st century are not only ‘Who will make up the workforce?’, yet more importantly ‘Who will own it?– Multinational corporations are increasingly aware of the current and future challenges of a shrinking workforce.

To counter problems in securing their talent pipeline requires a talent attraction and employer branding strategy”, advised Petter Nylander, Universum’s CEO.



Ranking list

Global top 50 ranking World's Most Attractive Employers

Business	Engineering
Google	Google
KPMG	IBM
PwC	Microsoft
Ernst & Young	BMW
Deloitte	Intel
Microsoft	Sony
Procter & Gamble	Apple
J.P. Morgan	General Electric
Apple	Siemens
Goldman Sachs	Procter & Gamble
Sony	Johnson & Johnson
The Coca-Cola Company	Hewlett-Packard
L'Oréal	Cisco
BMW	Volkswagen
Johnson & Johnson	The Coca-Cola Company
IBM	Shell
McKinsey & Company	Ford Motor Company
Morgan Stanley	Toyota
Nestlé	Esso/ExxonMobil
IKEA	General Motors
Deutsche Bank	Accenture
The Boston Consulting Group	L'Oréal
adidas	McKinsey & Company
Bank of America/Merrill Lynch	Oracle
Unilever	Nokia
General Electric	3M
LVMH (incl. Louis Vuitton, Moët Hennessy, Dior, Sephora)	Nestlé
Accenture	BP
Citi	Schlumberger
PepsiCo	Goldman Sachs
Kraft Foods	Dell
Bain & Company	Daimler
Credit Suisse	IKEA
Hewlett-Packard	Philips
UBS	Bayer
American Express	J.P. Morgan
Volkswagen	Pfizer
Intel	Deloitte
Siemens	Bosch
Heineken	Kraft Foods
3M	Unilever
Toyota	The Boston Consulting Group
Nokia	adidas
Shell	Lenovo
Esso/ExxonMobil	BASF
Dell	Morgan Stanley
Ford Motor Company	PepsiCo
Pfizer	Ericsson
Cisco	ABB
Daimler	Heineken