

Associate Product Manager Rotation Program

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01

Indeed

What we're all about as a company



“

We are best in the world at helping people get jobs—all people, all jobs, all over the world.”

Chris Hyams
CEO, Indeed

What We Do

Our mission **to help people get jobs** is as strong and pure and important as it gets.

This is what keeps us up at night, and gets us out of bed every morning. And that's why it's at the core of our global brand strategy.





Why We Do It

We believe everyone has something unique to offer. And that when people are able to put their strengths and abilities to work in the places where they feel they belong, **the world becomes a better place.**

Not only for them, but for the world around them.

A man with a beard and dark hair, wearing a dark jacket over a blue shirt, is looking off to the side with a thoughtful expression. He is in the center of a crowd of people, who are blurred in the background. The overall scene is dimly lit with a blue tint.

**Because better jobs lead
to better lives.**



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[Employers / Post Job](#)

[Find jobs](#)



what

title, keywords or company

where

city, state

[Find Jobs](#)

Core Values

Our values are at the heart of everything we do, serving as a the foundation for every decision we make.

Job seeker first

1/5

Indeed was founded with the commitment to put job seekers first. With every decision about our products and our business, we ask, “what’s best for the job seeker?” This means that sometimes we make decisions that are inconvenient for employers (and ourselves) by ensuring we have made it faster and easier for someone to get hired.

Ultimately, what’s best for job seekers is also best for employers because we help the right people get the right jobs.

Pay for performance

2/5

Our business model, and competitive advantage, is rooted in pay for performance by delivering the best results for the lowest cost. We want to get paid when we deliver value, and don’t want to get paid when we don’t. This ensures that our interests are aligned with our customers. We avoid the temptations and pitfalls of growing revenue by raising prices, or selling new products that do not provide measurable value.

Performance means measurable value. Given our mission, value means we are helping employers reach job seekers. Pay for performance ensures that we will never stray from putting job seekers first, because we make money when we are helping job seekers.

Data-driven

3/5

We use data to guide our decisions. We test and measure everything possible, and rely on experimental evidence rather than gut feel, or intuition. We believe that if we can measure something, we can improve it.

Experimentation and data have demonstrated time and time again that we don’t know what’s best until we test it. We have more hypotheses than convictions. We start with “I don’t know.” Relying on data keeps us humble. We make use of quantitative and qualitative data. When data is not readily available, we seek it out. We invest heavily in data infrastructure and tools, and believe we make better decisions when more people have eyes on data.

Our values are at the heart of everything we do, serving as a the foundation for every decision we make.

Innovation

4/5

Pay for performance means that in order to grow our business, we need to improve performance through innovation. Indeed is constantly growing, and the world of work is always changing. We need to continuously evolve to lead the way for this growth. We need to be adaptable, and embrace radical change in our products and our organization. As Chief Revenue Officer Nolan Farris says, "Yesterday's best is not good enough for tomorrow's Indeed."

Innovation means that there is always a better way to do something. Every Indeedian can and must innovate: find a better way to qualify leads, a better way to handle support calls, a better way to provision laptops, a better way to share campaign performance. We want to revolutionize the way people get jobs. We recognize that revolutionary ideas always seem crazy at first. Rather than "no," we say, "I don't know, let's test it." We remain humble about our success, and push ourselves to try new things. We expect to fail, a lot. But we learn from those failures, and open the door to new possibilities.

Inclusion & belonging

5/5

We believe diversity of background, experience, and thought makes for a better workplace, better decision-making, and more innovation. We focus on cultivating a sense of belonging and an environment where everyone can thrive. Many people experience bias and barriers to entry during the hiring process. We want to use our technology to help reduce that bias and lower those barriers. We believe the more our team represents the world around us, the better we are at helping all people get jobs.

Indeed has been named a top-rated workplace for the past several years.



Results

**We help
people
get
jobs.**



indeed



GLOBAL FOOTPRINT

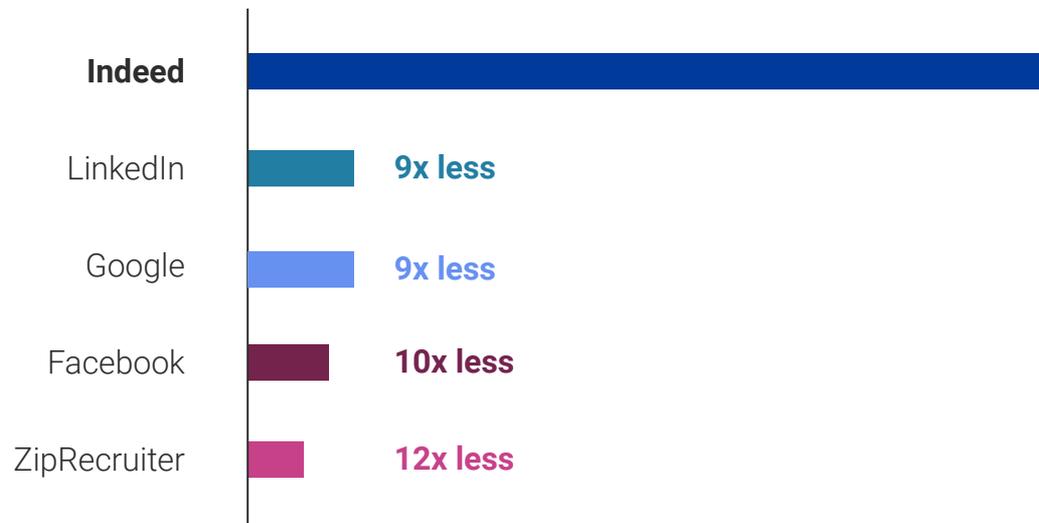
**We have offices across 15
countries, and users across
60+ countries.**



INDUSTRIES

**We help people find jobs and
hire employees in almost
every industry.**

And we do it better than anyone else





250M+

Global unique visitors / month*

60+

Countries

28

Languages

* Source: Google Analytics, Unique Visitors, February 2020

EDUCATING

We have a lot of hiring data,
and we share it with our
users.



02

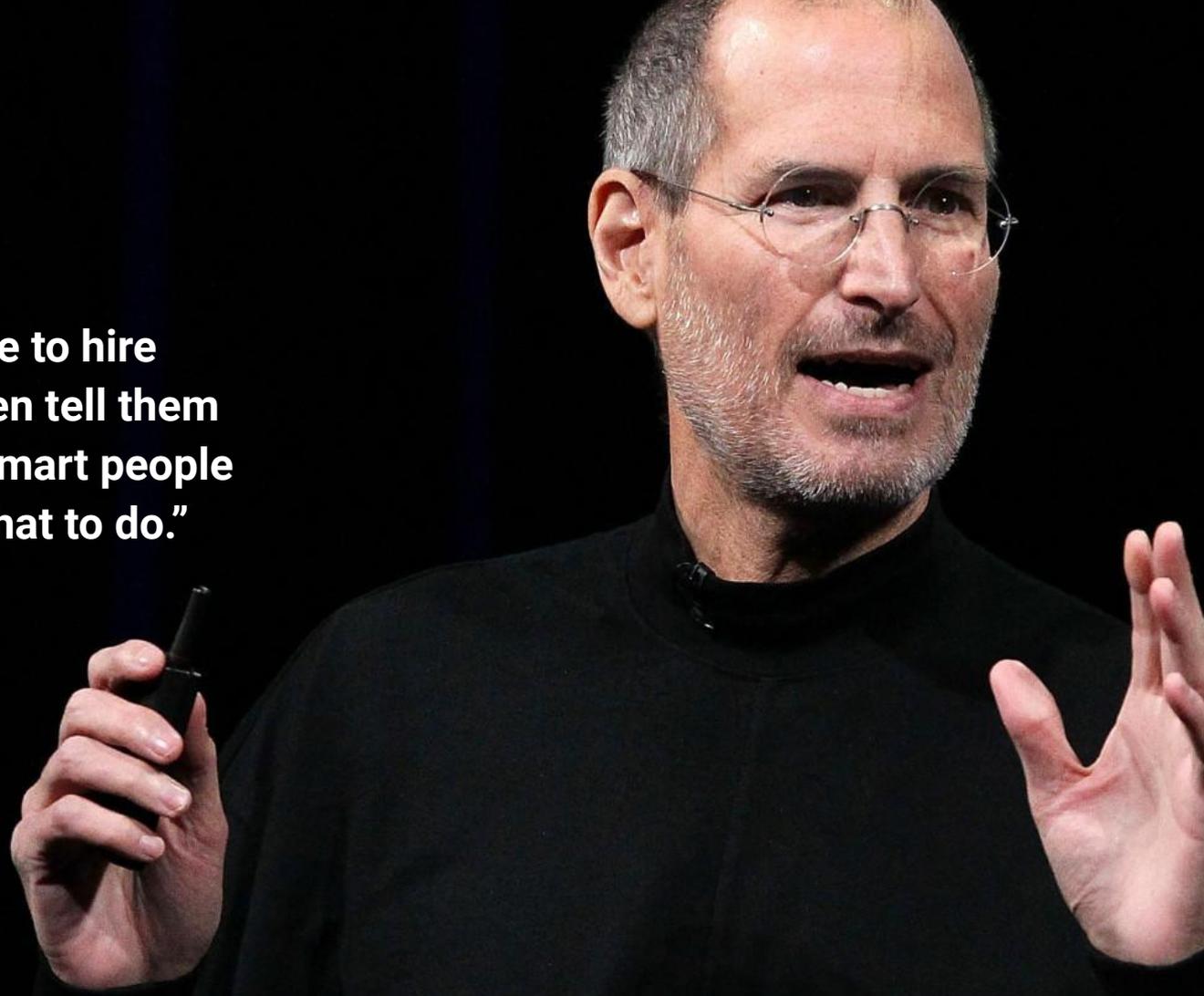
APM Rotation Program

What we look for, how it's structured,
and what makes our program unique

“

It doesn't make sense to hire smart people and then tell them what to do; we hire smart people so they can tell us what to do.”

Steve Jobs



The **APM Rotation Program's** mission is to transform aspiring product managers into the product leaders who build the future of the global hiring industry.

A woman with her hair in a bun is leaning over a desk, working on a laptop. She is holding a pen and looking at the screen. In the background, another person is working at a desk. The scene is dimly lit with a blue tint. The text is overlaid on the left side of the image.

**Think of the biggest frustrations
you've had when applying to jobs.**

A woman with her hair in a bun is sitting at a desk, working on a laptop. She is looking down at the keyboard. In the background, another woman is working at a desk. The scene is dimly lit, suggesting an office environment.

**Think of the biggest frustrations
you've had when applying to jobs.**

**Now, imagine having the power to improve that
experience for jobseekers all around the world!**

As an APM at Indeed, you'll have an opportunity to **impact millions of users around the world**, to create a more **human-centric and relationship-driven** hiring experience for both candidates and employers, by improving and perhaps even **reinventing an industry** that is core to modern life.



Product areas

01

Job seeker

02

Enterprise

03

SMB

04

Staffing Solutions

05

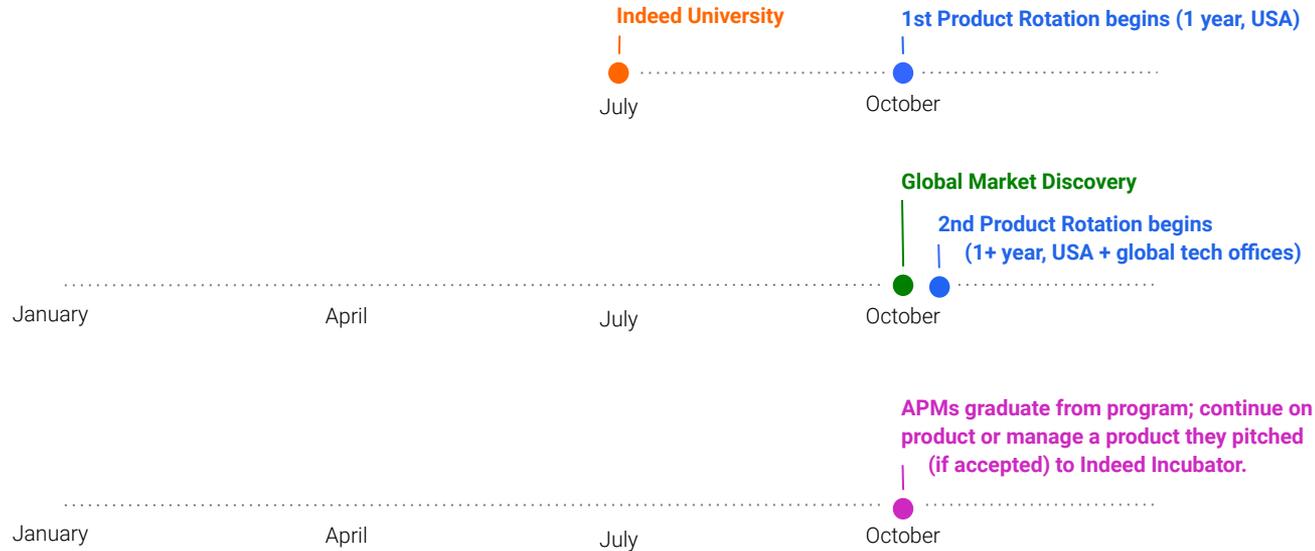
Internal Platforms

PRODUCT MANAGEMENT

A day-in-the-life of an APM:

- **Build products that help people get jobs and/or help employers make hires**
- **Craft simple and meaningful solutions**
- **Validate ideas by performing experiments and analyzing the results**
- **Define product goals and metrics**
- **Identify and prioritize opportunities for impact**
- **Communicate well; influence colleagues and executives**
- **Demonstrate leadership and gain respect across functions and teams**
- **Collaborate fast and effectively to increase team's productivity**
- **Focus on details and quality**

Timeline: APM Rotation Program



APMs will be promoted as soon as they are performing at the PM level, even if it's before they complete their two Product Rotations.

What sets our program apart?

Indeed University

Spend your first 3 months designing & building a product from scratch with other new grads!

Breadth of mentorship

Learn from leaders across the company — in product, cross-functional teams, and senior leadership.

The people we hire

You'll join a cohort / program that hires students of all majors & experiences — with eagerness to grow together.

Flexible skill + leadership development model

We give you the roadmap & tools. Your cohort designs a learning journey that will empower all of you.

APMs in our program have majored in a variety of concentrations, including:

- **City Planning**
- **Digital Media Design**
- **Marketing Analytics**
- **Liberal Arts**
- **Business**
- **Information Systems**
- **Statistics**
- **Philosophy**
- **Entrepreneurship**
- **Computational Media**
- **Foreign Languages**
- **Computer Science**



Tingting Feng
Statistics & Economics
University of Virginia '18



Sam Hayat
City Planning & Political Economy
UC Berkeley '18



Courtney Rogers
Computational Media
Georgia Institute of Technology '19



Myles Boone
Finance
UT Austin '20



Sasha Parsons
Marketing & Spanish
UT Austin '18



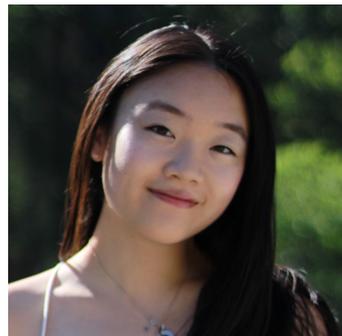
George Lu
Information Analysis
University of Michigan '18



Cassia Trusty
Computer Engineering
Villanova University '20



Sunay Nanavati
Economics
UT Austin '20



Joanna Wu
Computer Science
Yale University '20



Andrew Baltrus
Economics & Entrepreneurship
University of Pennsylvania '19

Here's what we look for in the APMs we hire:

MUST HAVES

- **Passion for identifying and solving problems**
- **Determination to drive your own learning, and give to the learning of others**
- **Curiosity and ability to adapt quickly**
- **To be considered, candidates must be authorized to work in the US for any employer, either now or in the future**

IDEAL

- **Bachelors or Masters Degree**
 - **Entrepreneurial or personal projects that demonstrate a passion for solving problems**
 - **Years of experience: 0+**
- 

Interested in applying?

Full-time applications open this fall.

Visit our website, **apms.indeed.com**,
for more information.

