

**MATCHR**

The Global  
Embedded RPO

Annual report

# RECRUITMENT TRENDS 2025

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Insights from 29 Talent  
Leaders on the Future of the  
Recruitment Industry

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# INTRODUCTION

*"The future belongs to those  
who prepare for it today."*

Malcolm X

Welcome to the 2025 edition of the Recruitment Trends Report, brought to you by Matchr. For the third year in a row, we've asked talent leaders to share their insights on emerging industry trends, creating a trusted benchmark for professionals navigating an ever-changing landscape.

Building on the success of the past two editions, this year's report addresses a crucial question: *"What is the most significant recruitment trend shaping 2025?"* To find the answers, we engaged 29 thought leaders, whose insights, combined with our extensive research and analysis of industry data, have shaped this comprehensive resource.

Our goal remains clear: to equip recruitment professionals with the knowledge and tools to face challenges and capitalize on opportunities in the year ahead. Thank you for trusting Matchr to guide you in shaping the future of recruitment.

*Best regards,  
Adriaan Kolff and Maarten van der Kwaak  
Founders of Matchr*

# KEY TRENDS SHAPING RECRUITMENT INDUSTRY IN 2025



## AI-Driven Recruitment:

Transitioning recruiters' roles from administrative tasks to strategic contributors, leveraging AI for smarter, faster processes.



## Balancing AI with Humanity:

Combining AI efficiency with genuine human interaction to enhance personalization and empathy in hiring.



## Skills-Based Hiring:

Prioritizing adaptable skills over job titles, fostering diversity, and preparing for evolving workforce needs.



## Flexibility in Recruitment:

Embracing models like embedded recruitment and contingent talent to adapt to volatile market dynamics.



## Community-Led Recruitment:

Building authentic connections with candidates through talent communities and proactive engagement.



## Upskilling for AI:

Bridging the digital skills gap by equipping recruiters with tools and training for an AI-driven recruitment landscape.



## Global Hiring Revolution:

Leveraging geo-arbitrage and skill liquidity to access diverse talent pools and optimize recruitment strategies.



## Humanized Employer Branding:

Centering on authentic employee stories and values to attract talent and build trust.



## Enhanced Candidate Experience:

Prioritizing seamless, personalized, and tech-driven interactions to engage and retain top talent.



## Inclusive Workplaces:

Advancing DEI initiatives to create equitable hiring practices and inclusive work environments.

# CONTRIBUTORS

We are grateful to all our contributors for their significant impact in making this report a reality:



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Co-Founder & CEO of Matchr



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Tech & Art Recruitment at Riot Games



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**Vanessa Raath**  
Global Talent Sourcing Trainer & Freelance Sourcer at The Talent Hunter



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Head of Talent Acquisition EMEA at Swift



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Global Talent Acquisition Lead at Nortal



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Group Talent Acquisition Director at MAG (Airports Group)



**Liene Karaca**  
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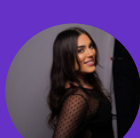
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# HI, WE ARE MATCHR!

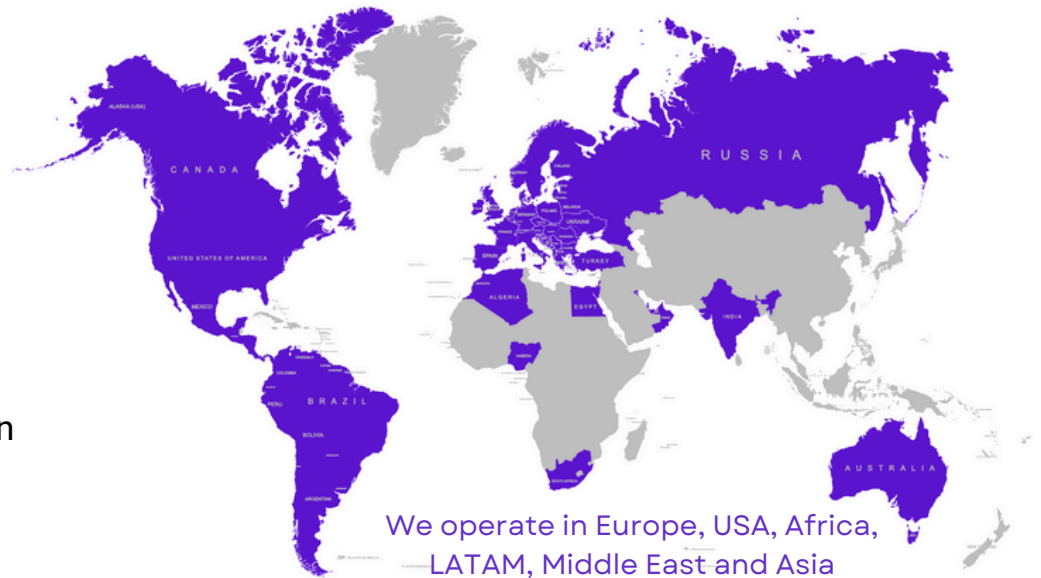
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# **TREND #1:**

## **AI-Driven Recruitment: The Shift from Administration to Strategic Impact**

# Trend #1: AI-Driven Recruitment: The Shift from Administration to Strategic Impact

The recruitment industry is set to fully embrace AI, transforming hiring processes into faster, smarter, and more strategic operations. In the coming years, AI will elevate recruiters' roles, align talent acquisition with business goals, and prioritize ethical and inclusive practices.

## Key trends:

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### Scaling AI:

Recruitment transitions to widespread adoption of AI-driven tools.



### Generative AI:

Automating repetitive tasks like outreach and screening.



### Strategic Transformation:

AI redefines recruiters' roles as strategic advisors.



### Efficiency Boost:

AI streamlines hiring processes and enhances candidate experiences.



### Data-Driven Decisions:

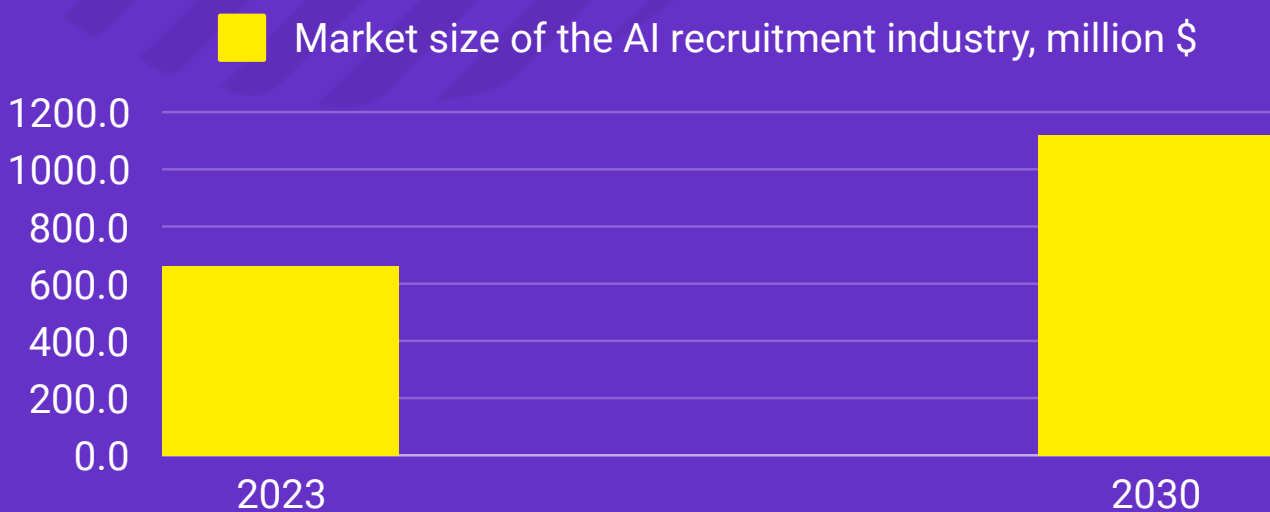
Analytics link hiring to measurable business outcomes.



### Ethical Practices:

Organizations focus on reducing bias and ensuring compliance.

The recruitment industry is undergoing a seismic shift driven by Artificial Intelligence (AI) and automation. By 2024, the global AI recruitment market was valued at \$661.5 million and is projected to reach \$1.1 billion by 2030, growing at a CAGR of 6.78%. As these technologies evolve, they are reshaping every aspect of talent acquisition, from streamlining administrative tasks to enhancing candidate experiences and diversity efforts.



### **Embracing AI at Scale: From Pilot Projects to Enterprise Solutions**

The recruitment industry is transitioning from discussing AI’s potential to embracing it at scale. As organizations implement AI-driven tools across their hiring processes, the focus has shifted to realizing tangible benefits. This transformation is not just about efficiency but also about aligning recruitment strategies with broader business outcomes. By 2024, 39% of companies had already integrated AI into their recruitment processes, with a projected growth to 60% by 2026 ([gartner.com](https://www.gartner.com)).

Ben Gledhill observes that 2025 will be the year when AI adoption moves beyond theory into practice:



**Ben Gledhill**  
Group Talent  
Acquisition Director at  
MAG (Airports Group)

*"I think in terms of the biggest recruitment trends, 2025 will potentially see some of the topics of discussion over the last couple of years finally begin to mature. I think you will see more real user-cases of AI being used in hiring, especially in terms of GAI augmenting recruiters."*

Generative AI (GAI), for example, is being applied to automate repetitive tasks such as generating tailored outreach messages, refining job descriptions, and even analyzing candidate suitability. These tools augment recruiters' capabilities, enabling them to focus on more strategic priorities.

Andreea Lungulescu highlights the transformative potential of scaling AI across the entire recruitment lifecycle:



**Andreea Lungulescu**  
Founder & Community  
Leader of Talent  
Crunch Berlin

*"In 2025, I hope that companies finally embrace AI at scale, understanding its benefits and welcoming more innovative ways of working in the Talent Space. I see huge potential for implementing AI Assistants/Agents across the entire Candidate and Employee Journeys, to do the heavy lifting on routine tasks, freeing us to focus on real value and business outcomes."*

These tools handle high-volume tasks such as responding to candidate inquiries, scheduling interviews, and conducting initial screenings, allowing recruiters to focus on building relationships and assessing cultural fit.

Scaling AI, however, requires more than just deploying new tools—it demands cultural and organizational shifts. Leadership buy-in and workforce training are critical to maximizing the potential of AI while ensuring ethical and responsible use. As Andreea Lungulescu suggests, curiosity and courage are essential traits for executives leading this transformation.

## AI Freeing Recruiters to Focus on Strategy: Moving Beyond Administration

Research reveals that recruiters currently spend up to 30% of their time on routine administrative activities ([deloitte.com](https://www.deloitte.com)), a figure that AI systems aim to drastically reduce by automating repetitive workflows. This shift is more than operational—it promises to redefine the recruiter’s role entirely.

Balazs Paroczay highlights the inefficiency of outdated practices and the growing adoption of AI-driven solutions:



### **Balazs Paroczay**

Founder, CEO,  
Global Talent  
Sourcing Strategist  
at The Source Code  
Agency

*"While discussions about AI and large language models dominate recruiting tech, not everyone is ready to fully embrace AI and massive automation in their hiring processes. However, a significant shift is happening: companies are finally coming to terms with the fact that DIY solutions just don't cut it for modern recruitment demands."*



### **Katie Evans**

Recruitment  
Manager at  
TikTok

## How we helped TikTok rapidly scale their sales and marketing teams across Europe

*"Matchr helped us close our roles in record time. There is no way that we could have made the progress in hiring that we have in the last few months without their help."*

[Learn More](#)

## Trend #1: AI-Driven Recruitment: The Shift from Administration to Strategic Impact

Balazs further notes how even small businesses are leaving behind manual systems like Excel in favor of Applicant Tracking Systems (ATS) and AI-powered platforms:



**Balazs Paroczay**  
Founder, CEO, Global  
Talent Sourcing  
Strategist at  
The Source Code  
Agency

*"The days of logging every detail in Excel—hoping it wouldn't crash—are drawing to a close. Even the smallest businesses can now invest in an ATS (or a similar solution) and leave their spreadsheets behind. Application management, candidate engagement, talent pool activation, and other administrative aspects are being transformed by tools that deliver significant efficiency."*

The impact of this shift extends beyond efficiency. Adriaan Kolff envisions a future where AI enables recruiters to focus on enhancing the candidate experience and building strategic partnerships:



**Adriaan Kolff**  
Co-Founder & CEO of  
Matchr

*"Advanced recruitment tools will automate routine tasks, freeing up recruiters to focus on strategic business partnerships and enhancing the candidate experience. This shift will not only improve efficiency but also elevate the overall quality of the hiring process."*

Joel Lalgee sees AI progressing from high-level concepts to practical implementations that directly enhance recruiter workflows:



**Joel Lalgee**  
Founder and Lead  
Recruiter at  
The Realest Recruiter,  
Podcast Host

*"I think the conversation will go from 'high level' to more granular as we get clearer on use cases for how AI can increase output and allow recruiters to focus on relationships."*

Marcel van der Meer explains how AI systems are redefining the recruiter's role:



**Marcel van der Meer**

Global AI & Sourcing  
Trainer at Klikwork Talent  
Imagineers

*"AI systems will increasingly manage the administrative foundation of recruitment—from documentation and system updates to initial screening and routine communications—enabling recruiters to focus on strategic, high-value interactions. This evolution promises to return recruitment to its foundational purpose: fostering meaningful connections between people and opportunities."*

Krista Tichelaar adds that as automation handles increasingly complex tasks, recruiters will gain more bandwidth for strategic priorities like stakeholder engagement and aligning talent strategies with organizational goals:



**Krista Tichelaar**

Head of Talent  
Acquisition EMEA  
at Swift

*"The usage of AI in recruitment will continue to accelerate, transforming processes like candidate screening, detection of bias in job descriptions, and job description optimization. With these tasks increasingly automated, recruitment professionals will have more capacity to focus on strategic activities."*

The promise of AI is not just in efficiency but in elevation—transforming recruiters from administrators into strategic talent advisors. Organizations that integrate AI thoughtfully into their recruitment workflows will unlock not only time savings but also the ability to foster deeper relationships, align hiring with business goals, and drive meaningful, long-term outcomes.

## **TREND #2:**

# **Balancing AI Efficiency with Human-Centric Strategies**

# Trend #2: Balancing AI Efficiency with Human-Centric Strategies

The future of recruitment lies in balancing AI-driven efficiency with human-centric strategies, creating meaningful, personalized experiences for candidates. By 2025, hyper-personalized hiring, powered by AI, will become the standard, requiring organizations to align technology with empathy and genuine connection.

## Key trends:



### Hyper-Personalized Hiring:

AI tools deliver tailored experiences, enhancing engagement and retention.



### Empathy at Scale:

Combining AI's efficiency with genuine human connection becomes essential.



### Warm Pipelines:

Data-driven tools personalize candidate communications and feedback.



### Strategic AI Partnerships:

Organizations integrate AI while fostering meaningful recruiter-candidate relationships.



### New Roles Emerge:

AI management roles align technology with organizational values.



### Human-Centric Oversight:

AI must remain a tool for enhancement, not a replacement for recruiters.

In a world where AI is increasingly embedded in recruitment processes, the challenge lies not just in adopting the technology but in ensuring it amplifies the human touch. Candidates today are more informed and selective than ever, expecting interactions that are not only efficient but also deeply personal. Personalization has evolved from being a “nice-to-have” to a critical differentiator.

Jeroen Brandwacht highlights this tension, pointing out the importance of maintaining genuine connections:



**Jeroen Brandwacht**  
Global Head of  
Talent Acquisition  
at The Social Hub

*"So I think how you can stand out from the crowd is to still be personal amongst all this AI development. Whilst, on the one hand, you can't stay ahead without AI, candidates still want to have the feeling that they're speaking to a person. What we will see is a big focus on personalization as much as possible."*

This emphasis on personalization is backed by innovations like AI-driven tools such as Carv, which leverage candidate data to craft personalized messages, building what Jeroen calls a “warm pipeline.” The approach goes beyond standard automation by offering candidates options, such as customizing how they receive feedback, turning a potentially negative experience into a constructive interaction.

Piret Luts offers a complementary perspective, noting how AI's efficiency must be balanced with empathy:



**Piret Luts**  
Global Talent  
Acquisition Lead  
at Nortal

*"AI is playing an increasingly important role in TA, helping with tasks like resume screening, candidate matching, and interview scheduling. While automation makes hiring faster and more efficient, there is also a renewed focus on ensuring the candidate experience remains personalized and human-centric, blending tech efficiency with empathy."*

This duality—of technological efficiency paired with human connection—is redefining how recruiters approach their work. Kobi Ampoma explains how AI can enhance engagement:



**Kobi Ampoma**

Head of Talent Acquisition  
NL at The HEINEKEN  
Company

*"AI tools will help identify top talent faster by analyzing large volumes of candidate data and matching them with job requirements. This trend will also extend to personalized candidate experiences, where AI can tailor communication and feedback based on individual profiles, improving the overall candidate journey."*

The journey toward hyper-personalization is accelerating, and Adam Posner envisions this becoming a cornerstone of recruitment:



**Adam Posner**

Founder & Chief Talent  
Officer at NHP Talent  
Group, Podcast Host

*"In 2025, recruitment will shift toward 'hyper-personalized hiring' powered by AI, allowing companies to offer tailored candidate experiences while streamlining operations."*

As AI evolves, it offers not only efficiency but also the capability to understand candidates at a granular level. Vanessa Raath illustrates this with a mix of caution and optimism:



**Vanessa Raath**

Global Talent Sourcing  
Trainer & Freelance  
Sourcer at  
The Talent Hunter

*"These activities will free up recruiters to do what they (hopefully) do best—building relationships and making strategic hiring decisions, rather than being buried in admin. But as much as AI is a lifesaver, it's essential to keep human oversight in this process. Without it, we risk turning recruiting into a conveyor belt and letting bias creep in."*

The challenge, as Vanessa notes, is to ensure AI remains a tool for enhancement, not replacement. Recruiters must balance the speed and scalability of Generative AI with the irreplaceable value of genuine human connection.

Liene Karaca believes that while AI shapes operations, the human element will always be paramount:



**Liene Karaca**  
Founder | Digital IT  
Recruiter  
at Smartist.One UG

*"AI will continue to shape everything we do, but the human aspect will become even more critical. New roles may emerge to ensure AI is managed in ways that align with a company's structure and values."*

Even as recruitment becomes increasingly data-driven, it remains an inherently human endeavor. Jan Tegze underscores this, noting that organizations must ensure AI doesn't overshadow the recruiter's role in fostering meaningful relationships:



**Jan Tegze**  
The Author of Full Stack  
Recruiter and Job Search  
Guide

*"In 2025, we will see a surge in AI-driven recruitment tools as companies learn how to leverage them for optimal results. The challenge for companies will be balancing this tech efficiency with the personal, human side of recruitment, making sure the candidate experience stays engaging and genuine."*

Finally, Renita Kasper brings it full circle, framing AI as a partner in achieving truly human-centered strategies:



**Renita Kasper**

Global Director of  
Talent Acquisition &  
Employer Branding  
at HRS Group

*"In 2025, recruitment will evolve into a partnership between AI-driven efficiency and human-centered strategies. Automation and AI will handle repetitive tasks, but recruiters must focus on building authentic connections and creating real value."*

Personalization is no longer optional. It is the bridge that connects AI's capabilities with the candidate's need for understanding and empathy. As recruitment moves forward, the balance between technology and the human touch will determine how effectively organizations attract and retain top talent.



**Maria Ivashko**

Recruitment Lead at  
Miro

**How we helped Miro achieve stellar growth**

*"Matchr has been key to scale the engineering team in Berlin. Matchr truly stood out how they worked as a partner, their strong focus on data and how result driven the team is."*

[\*\*Learn More\*\*](#)

## **TREND #3:**

# **Skills Over Roles: The Shift to a Skills-Based Hiring Paradigm**

# Trend #3: Skills Over Roles: The Shift to a Skills-Based Hiring Paradigm

In 2025, skills-based hiring will redefine talent acquisition by prioritizing adaptability and practical abilities over traditional job titles and qualifications. Organizations will leverage advanced tools, predictive analytics, and upskilling initiatives to build resilient, future-ready teams, while accessing non-traditional talent pools to enhance diversity and inclusion.

## Key trends:



**Skills-First Hiring:**  
Focus shifts from roles to adaptable skills.



**Predictive Tools:**  
Analytics forecast skill needs and guide hiring.



**Upskilling Focus:**  
Investment in reskilling addresses skill gaps.



**Inclusive Talent:**  
Skills-based hiring opens non-traditional pathways.



**Expertise Priority:**  
Specialized skills outweigh volume in hiring.



**Retention Strategies:**  
Hybrid work demands stronger engagement.

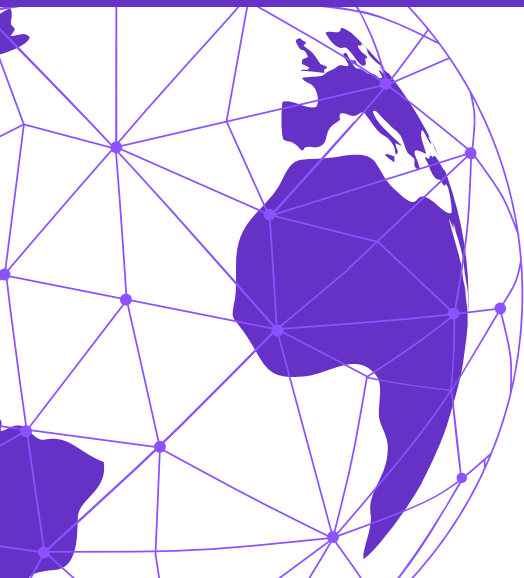
## From Roles to Skills: The Evolution of Hiring Mindsets

Traditional hiring models, which often prioritized predefined roles and past titles, are being challenged. In a fast-changing world, companies are learning that adaptability and continuous learning often matter more than rigid qualifications. Piret Luts captures this transformation succinctly:



**Piret Luts**  
Global Talent  
Acquisition Lead  
at Nortal

*"Skills Over Roles: As job roles evolve rapidly, TA is shifting from hiring for predefined roles to hiring for adaptable skills. Organizations are emphasizing upskilling and reskilling initiatives, along with developing flexible hiring models that align with changing business needs. Real-time labor market insights and predictive analytics are becoming critical tools in this process."*



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With the rise of remote work, organizations are increasingly reliant on skills-based evaluations to attract and manage distributed teams. Marcel van der Meer highlights how this shift is driven by broader changes in the workforce:



**Marcel van der Meer**

Global AI & Sourcing  
Trainer at Klikwork Talent  
Imagineers

*"The widespread adoption of remote work, with 70% of the workforce expected to work remotely at least five days monthly by 2025, demands new approaches to talent engagement. Meanwhile, the transformation of 25% of current roles by 2025 requires a fundamental shift toward skills-based evaluation over traditional credentials."*

Predictive analytics and labor market insights are now critical, enabling companies to forecast demand for specific skills and adjust hiring strategies accordingly. A recent [HirePro's study](#) found that 75% of recruiters anticipate that skill-based hiring will take centre stage in the coming 18 months.

Kobi Ampoma explains how organizations are leveraging advanced tools to focus on skills and certifications rather than traditional resumes:



**Kobi Ampoma**

Head of Talent Acquisition  
NL at The HEINEKEN  
Company

*"With the rapid evolution of industries, there's a growing shift towards skill-based hiring instead of traditional resume evaluation. Organizations will prioritize practical skills, certifications, and potential over past job titles. This trend will be supported by advanced assessments and simulations that measure real-world capabilities, helping companies tap into a more diverse and dynamic talent pool."*

This approach is especially valuable as organizations strive to future-proof their workforces, preparing for roles that may not yet exist.

## Closing the Skills Gap: A New Business Imperative

As industries evolve, so too do the demands on employees. Krista Tichelaar highlights how companies are investing in strategies to address growing skills gaps:



**Krista Tichelaar**

Head of Talent  
Acquisition EMEA at  
Swift

*"Building on 2024's emphasis on skills, organizations in 2025 are expected to dive deeper into identifying and addressing internal skills gaps. The spotlight will shift toward niche, specialized skills that are in high demand but scarce globally. This will drive initiatives to upskill and reskill existing employees while leveraging global talent markets to attract these hard-to-find competencies."*

This focus on skills gaps has led to a boom in upskilling and reskilling programs. According to a [2024 McKinsey report](#), companies with robust upskilling initiatives see a 20% improvement in employee retention. Forward-thinking organizations are leveraging these programs not only to address immediate needs but also to build loyalty among their workforce.

Anna Morgan sees a fascinating shift as traditional job hierarchies give way to skills-first approaches, even in unexpected areas:



**Anna Morgan**

Talent Acquisition  
Consultant, Founder,  
Career Coach for TA &  
HR Professionals  
at CAREERBFF

*"I'm watching a massive pivot—white-collar professionals exploring the trades. This 'skills-first' movement demands we rethink job requirements. Degrees? Maybe not. Instead, let's invest in upskilling and focus on transferable capabilities that align with long-term economic shifts."*

This trend underscores a broader cultural shift: the reevaluation of what constitutes value in a workforce. Whether in advanced trades or emerging tech roles, the focus is on building capabilities that withstand automation and economic fluctuations.

## Quality Over Quantity: Finding the Perfect Fit

In a competitive labor market, it's no longer about hiring as many people as possible—it's about finding the right people. Marcus Morrison explains this shift toward prioritizing depth and relevance over volume:



**Marcus Morrison**  
Head of Talent  
Acquisition at Mollie

*"While many companies will still be looking for growth, the focus is going to be on quality—both the level of expertise and what experience the individual brings—versus quantity of hires. It seems that more and more roles are becoming specialized, and companies are going to be looking for that perfect fit more often."*

This focus on specialization is particularly pronounced in knowledge-intensive fields like engineering and law. James Mottram sees a growing demand for hybrid skill sets that blend technical expertise with soft skills:



**James Mottram**  
Talent Research &  
Advisory at RWE

*"The skills market will continue to shift quickly as more tasks become automated. I'd expect more demand for skills which require a blend of technical and non-technical skills, as well as short-term disruptions to the job market as candidates reskill. The biggest skills shifts will be in knowledge-based roles, while certain skills-based roles requiring human accountability by law will be more protected."*

Employers are increasingly turning to dynamic assessments and simulations to evaluate candidates' real-world problem-solving abilities. These tools not only improve hiring accuracy but also open the door to non-traditional candidates who may lack formal credentials but excel in practical skills.

## Unlocking Non-Traditional Talent Pools

Skills-based hiring has a profound impact on diversity and inclusion, enabling companies to access untapped talent pools. Adam Posner sees this as a powerful opportunity:



**Adam Posner**

Founder & Chief Talent Officer at NHP Talent Group, Podcast Host

*"Skills-based hiring will continue to rise, opening doors for non-traditional talent pools like veterans, which aligns with my advocacy for diverse candidates."*

By moving beyond rigid degree requirements, organizations are creating pathways for candidates from diverse backgrounds to thrive. This approach benefits businesses as much as employees: a [Deloitte report](#) found that diverse teams are 35% more likely to outperform their peers.

**Ben Gledhill**, however, warns that organizations embracing skills-based hiring will face new retention challenges as hybrid and remote work models evolve:



**Ben Gledhill**

Group Talent Acquisition Director at MAG (Airports Group)

*"More organizations will begin to adopt skills-based hiring in an attempt to gain a competitive hiring edge. But we will likely see more organizations returning to 4/5 days in the office, meaning tougher challenges to not only hire but retain talent."*

This emphasizes the need for companies to pair skills-based hiring with strong employee engagement strategies, ensuring they retain the talent they work so hard to attract.

## **TREND #4:**

# **Flexibility in Recruitment: Adapting to a Volatile Workforce Landscape**

# Trend #4: Flexibility in Recruitment: Adapting to a Volatile Workforce Landscape

The recruitment industry is adapting to a volatile workforce landscape by prioritizing flexibility in hiring strategies. Models like embedded recruitment, independent contractors, and RPOs are gaining traction as businesses address fluctuating demands, hybrid workforces, and evolving market dynamics.

## Key trends:



### Embedded Recruitment:

Recruiters integrate closely with company culture and goals.



### Contractor Growth:

Specialized skills drive reliance on independent contractors.



### Generalists Thrive:

Full-cycle recruiters adapt to leaner teams.



### Flexible Solutions:

RPOs and contingent providers scale hiring effectively.



### Regulatory Focus:

Compliance becomes critical in flexible workforce models.



### Agile Resourcing:

Fractional talent ensures adaptability and cost-efficiency.

## Embedded Recruitment: A Tailored Solution for Dynamic Needs

As hiring cycles become more unpredictable, the embedded recruitment model is emerging as a transformative solution. Renita Kasper explains how this approach redefines talent acquisition by integrating dedicated recruiters within a company's operations:



**Renita Kasper**  
Global Director of  
Talent Acquisition &  
Employer Branding  
at HRS Group

*"Embedded recruitment, where dedicated recruiters work directly within a company's operations, could redefine hiring in 2025. This model offers a tailored approach that aligns with the company's culture and hiring challenges while providing the flexibility to scale up or down as needed."*

Unlike traditional agency models, embedded teams act as brand ambassadors, strengthening employer branding through authentic representation. They work closely with hiring managers, improving communication and decision-making while remaining cost-effective. Renita Kasper notes the importance of onboarding and clear success metrics to maximize the impact of embedded recruitment:



**Renita Kasper**  
Global Director of  
Talent Acquisition &  
Employer Branding  
at HRS Group

*"By working closely with hiring managers, they improve communication, speed up decisions, and make the hiring process more efficient. On top of that, this approach is cost-effective compared to traditional agency fees, especially for organizations with high-volume or project-based hiring needs."*

## Independent Contractors: Scaling with Agility

The rise of independent contractors is reshaping workforce strategies, enabling businesses to scale quickly and access niche expertise. Sophie Okonkwo highlights the growing reliance on this model:



**Sophie Okonkwo**  
Global Leader,  
Talent Acquisition

*"As businesses face dynamic market demands and rapid technological advancements, Contract Talents provide the flexibility and cost-effectiveness needed to adapt. By 2025, companies will increasingly rely on the contractor hiring model to scale quickly, access niche expertise across diverse geographies, and remain competitive in an evolving global workforce."*

This approach is particularly beneficial for companies needing specialized skills for short-term projects. According to a [2024 Mercer study](#), 57% of organizations plan to increase their use of independent contractors by 2025. This shift reflects a broader move toward workforce models that prioritize speed and specialization.

## Generalist Recruiters: The Swiss Army Knives of Talent Acquisition

As organizations strive for leaner, more versatile teams, the demand for generalist recruiters is surging. Anna Morgan describes these professionals as critical to navigating the complexities of modern hiring:



**Anna Morgan**  
Talent Acquisition  
Consultant, Founder,  
Career Coach for TA &  
HR Professionals  
at CAREERBFF

*"With leaner teams, the demand for full-cycle recruiters who can juggle strategy, sourcing, and relationship-building is skyrocketing. Success here means agility—leaning into tech, building expertise across industries, and forming real partnerships with hiring managers."*

These “Swiss Army knives” of talent acquisition bring agility and broad expertise, allowing them to adapt to varying hiring needs while maintaining a strategic focus.

## RPOs and Flexible Workforce Providers: Scaling Smarter

Recruitment Process Outsourcing (RPO) providers and contingent workforce solutions are proving indispensable as companies navigate labor laws and fluctuating demands. Adriaan Kolff emphasizes the critical role of RPOs in 2025:



**Adriaan Kolff**  
Co-Founder & CEO of  
Matchr

*"2025 will be a year marked by the increasing importance of flexibility in recruitment. As hiring demand fluctuates, businesses will need to adapt quickly, and RPOs will be instrumental in providing scalable solutions."*

Adriaan also notes that in Europe, governments continue to push legislation to slow down the rise of the flexible workforce even though more flexibility is preferred. To stay compliant with diverse local labor laws, businesses will need partnerships with specialized flexible workforce providers.

## Addressing Volatility with Fractional and Contingent Talent

The unpredictability of today's talent market—driven by hybrid work models, changing attrition rates, and evolving employee expectations—calls for innovative workforce solutions. Miz Cree outlines the challenges and opportunities:



**Miz Cree**  
Global TA Director at  
Kiwi.com

*"This volatility brings a set of unique challenges in headcount planning and predictable resourcing requirements. Without clear forecasting and with still fast-changing circumstances, TA leaders may need to consider a range of cost-effective resourcing options such as fractional talent, in-house fixed-term contractors, and flexible/contingent agency solutions."*

Fractional talent and contingent workers provide the agility needed to address rapid changes in hiring demand while keeping costs manageable.

## **TREND #5:**

# **Community-Led Recruitment: Building Connections Before the Interview**

# Trend #5: Community-Led Recruitment: Building Connections Before the Interview

Recruitment in 2025 will shift toward community-led strategies, focusing on engaging with talent long before they apply. By building authentic connections through online communities and immersive in-person events, companies will transform passive talent into advocates who are aligned with their culture and values.

## Key trends:



### Community-Driven Hiring:

Companies prioritize interactive talent communities over job boards.



### Proactive Connections:

Early engagement replaces reactive hiring practices.



### Authentic Branding:

Recruiters build communities reflecting company values.



### Hybrid Events:

In-person hiring integrates tech for curated experiences.



### Advocating Passive

**Talent:** Communities turn passive candidates into advocates.



### Stronger Employer

**Brand:** Pre-interview connections boost long-term reputation.

## The Rise of Community-Led Recruitment

As traditional job postings become less effective in attracting top talent, companies are realizing the power of building vibrant, interactive communities. Vanessa Raath sees this as the future of talent acquisition:



### **Vanessa Raath**

Global Talent Sourcing  
Trainer & Freelance  
Sourcer at  
The Talent Hunter

*"If there's one trend we'll see in 2025, it's the rise of community-led recruitment. Gone are the days of job posts and hoping for the best. Companies are realizing that building real communities—places where people can connect, learn, and get a sense of the company's vibe—is a game-changer."*

This trend shifts the focus from reactive hiring to proactive engagement. Companies create online and offline spaces where potential candidates can interact with their teams, explore company culture, and gain insights into the organization's values and goals.

Vanessa Raath highlights how this approach benefits both recruiters and candidates. She thinks of it as a kind of pre-boarding, where candidates can picture themselves in your team long before an interview. This approach makes recruiters more like community builders—sharing insights, fostering connections, and really making their personal brands come alive.



## Looking for Flexibility?

Matchr's embedded sourcers and recruiters can work on monthly rolling contracts or on longer term engagements as well. Up to you.

[Learn More](#)

## The Return of Face-to-Face Connections

While digital engagement remains essential, in-person events are making a strong comeback. Anna Morgan predicts that companies will embrace these opportunities to create memorable, technology-enhanced experiences:



**Anna Morgan**  
Talent Acquisition  
Consultant, Founder,  
Career Coach for TA &  
HR Professionals  
at CAREERBFF

*"The Return of IRL Connections: Face-to-face is back, but better! Expect hiring events fueled by technology –QR codes for instant resumes, creative activations, and real-time social sharing. Think less 'awkward networking' and more high-energy, curated experiences that connect purpose-driven people."*

These events go beyond traditional career fairs. Companies are hosting immersive, interactive gatherings where candidates can experience their culture firsthand, network with employees, and even participate in live demonstrations of the company's work. These experiences foster stronger connections and provide a platform for authentic interactions that go far beyond resumes.

## Turning Talent Into Advocates

The ultimate goal of community-led recruitment is to transform potential candidates into brand advocates. Vanessa Raath emphasizes the long-term value of this approach:



**Vanessa Raath**  
Global Talent Sourcing  
Trainer & Freelance  
Sourcer at  
The Talent Hunter

*"For those companies willing to invest in community-driven hiring, it is the future. This is how we will turn passive talent into engaged advocates, and, when the time is right, new hires who already feel right at home."*

# **TREND #6:**

# **Upskilling and Bridging the Skills Gap in Recruitment**

# Trend #6: Upskilling and Bridging the Skills Gap in Recruitment

As AI transforms recruitment, organizations must address the growing skills gap by prioritizing upskilling and digital inclusion. By equipping recruitment professionals with advanced skills and redefining their roles, companies can ensure their teams remain relevant, resilient, and prepared for an AI-driven future.

## Key trends:

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### Tackling FOMO:

Structured support is critical to address fears of obsolescence.



### Broader Roles:

Recruiters now engage in talent development and mobility.



### Versatility Matters:

Companies value professionals with diverse, adaptable skills.



### Redefining TA:

Global collaboration and advanced tech are driving transformation.



### Upskilling Required:

Continuous learning ensures recruiters stay competitive.



### Fostering Inclusion:

Accessible training promotes resilient, future-ready teams.

## Tackling FOBO: Fear of Becoming Obsolete

With 78% of AI users already bringing their own AI tools to work (BYOAI), organizations must confront the insecurities and challenges this creates. Sandra Feldmann highlights how this trend is reshaping recruitment:



**Sandra Feldmann**

Head of Talent  
at Octopus Energy

*"In 2025, HR will face a critical challenge: bridging the skills gap while addressing the growing FOBO—Fear of Becoming Obsolete. As 78% of AI users bring their own AI tools to work, organizations must tackle insecurities around compliance, ethics, and user adoption to ensure teams can thrive in an AI-driven environment."*

Without structured support and training, recruitment teams risk falling behind in a rapidly evolving market. Upskilling is no longer optional—it is essential for building confidence and resilience.

## The Expanding Role of Recruitment Professionals

Recruiters are no longer confined to talent acquisition. As Daniel Hecker-Campbell observes, their roles are expanding into broader talent management:



**Daniel Hecker-Campbell**

Director of Talent  
Acquisition at Vonage

*"The trend for 2025 is the need for TA professionals to become broader talent professionals—not just focused on acquisition but involved in the broader talent ecosystem, including talent development, succession, redeployment, and mobility."*

This evolution reflects a growing need for recruitment professionals to align with business strategy and contribute to the organization's long-term goals. Companies are looking for recruiters who can multitask, think strategically, and manage complex workflows.

Anna Russu echoes this sentiment, noting the rising demand for versatile employees:



**Anna Russu**  
Head of Recruitment  
at Altamira

*"Businesses are focused on optimizing budgets without reducing workloads, leading to a preference for employees who can go beyond their core specialization. Companies are seeking professionals who can manage themselves, think creatively, and add value beyond their defined role."*

The demand for upskilling extends beyond individual recruiters. Balazs Paroczay points to a broader restructuring of talent acquisition strategies:



**Balazs Paroczay**  
Founder, CEO,  
Global Talent  
Sourcing Strategist  
The Source Code  
Agency

*"Not only do companies want to upskill their recruitment teams, but there is also a rising appetite for talent acquisition restructuring. Businesses are focused on driving new efficiencies, rebuilding talent acquisition by leveraging global scale, remote and offshore resources, a refined 360-degree skill set for their recruiters, and enabling advanced technology solutions."*

By embracing global collaboration and advanced technologies, organizations can elevate their recruitment strategies and gain a competitive edge. This approach ensures that teams are prepared to meet the demands of a dynamic market.

## Upskilling as a Competitive Advantage

Upskilling is the cornerstone of thriving in the AI era. Alla Pavlova emphasizes the importance of personal growth and continuous learning:



**Alla Pavlova**  
Tech & Art  
Recruitment at Riot  
Games

*"As a TA trainer, I see a growing interest in learning how to keep up with AI and automation. It will be inevitable that TA will face new tools, new laws, and new processes more often than ever before. My advice: start with a simple yet effective tip. If you don't already have time blocked in your agenda for personal growth, do it now! Just for 15-30 minutes weekly. Results are guaranteed."*

Tailored training programs, mentorship initiatives, and access to digital learning platforms are essential for equipping recruitment teams with the skills needed to succeed. Companies investing in upskilling are not only enhancing productivity but also addressing concerns about user adoption and compliance in AI-driven processes.

Adam Posner delivers a stark prediction about the future of recruitment:



**Adam Posner**  
Founder & Chief  
Talent Officer  
at NHP Talent  
Group, Podcast Host

*"I predict that 75%+ of all current recruiters will be obsolete in the next five years, and they will need to upskill and pivot to remain relevant and needed."*

This underscores the urgency of upskilling and adaptation. Recruitment professionals must evolve from being AI novices to confident users who leverage technology for better decision-making, candidate engagement, and hiring efficiency.

Upskilling also plays a critical role in promoting digital inclusion. Organizations must ensure that all employees, regardless of their starting proficiency, have access to the tools and training needed to succeed. Sandra Feldmann highlights the importance of addressing insecurities around AI adoption:



**Sandra Feldmann**

Head of Talent  
at Octopus Energy

*"Recruitment professionals must evolve from AI novices into confident power users, leveraging tools to enhance decision-making, candidate engagement, and efficiency."*

By prioritizing continuous learning and fostering a collaborative culture, organizations can create resilient teams that thrive in an AI-driven environment.



**Marcus Pask**

Manager,  
Business &  
Engineering  
Recruiting at  
Miro

## How we helped Miro scale its engineering hub in Armenia

*"Matchr truly worked as a partner. Through their data-driven way of working, they provided me with valuable information that I could use for our overall hiring strategy. I would recommend working with Matchr for their strong sourcing capabilities."*

[Learn More](#)

## **TREND #7:**

# **Geo-Arbitrage and Skill Liquidity: The Future of Global Hiring**

# Trend #7: Geo-Arbitrage and Skill Liquidity: The Future of Global Hiring

In 2025, global hiring is reshaped by geo-arbitrage and skill liquidity, as remote work and AI erase geographic barriers. Companies are prioritizing skills over location, enabling cost savings, access to diverse talent pools, and more inclusive hiring practices.

## Key trends:

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### Global Expansion:

Virtual tools drive global hiring strategies.



### Cost Savings:

Geo-arbitrage balances quality with affordability.



### Remote Work:

Flexibility becomes a standard in recruitment.



### Diverse Talent:

Global hiring promotes inclusivity and equity.



### Skill Focus:

Skills outweigh traditional credentials in hiring.



### Adaptability Wins:

Innovative work models attract top talent.

## The Rise of the Global Workforce

As hybrid and remote work become permanent fixtures, organizations are embracing a global hiring mindset. Piret Luts explains how this shift is transforming recruitment strategies:



**Piret Luts**  
Global Talent  
Acquisition Lead  
at Nortal

*"Hybrid Workforce Recruitment: The growing acceptance of hybrid and remote work has widened the talent pool, enabling companies to hire from diverse geographic locations. TA teams are adopting advanced tools for virtual recruitment and onboarding while addressing challenges like cross-border compliance and maintaining organizational culture."*

This transition has allowed companies to access talent from regions previously considered out of reach. Advanced technologies and virtual recruitment tools are bridging gaps, making global hiring seamless and scalable.

## Geo-Arbitrage: Cost Meets Quality

According to a 2024 report by [Upwork](#), companies adopting global hiring strategies save an average of 40% on payroll costs. Brian Fink breaks down the concept of geo-arbitrage, emphasizing how companies are leveraging global talent to balance quality and cost:



**Brian Fink**  
Talent Acquisition  
Partner at McAfee

*"Why pay Silicon Valley rents for talent when you can tap into equally sharp minds in Lagos, Manila, or Bogotá? Companies are waking up to the fact that the world is full of rock stars who aren't asking for stock options—just a fair shot."*

Geo-arbitrage allows organizations to hire exceptional talent in regions with lower costs of living, resulting in significant savings without compromising quality.

## The Push for Flexibility and Diversity

The shift to a global workforce has also heightened the demand for flexibility and inclusivity in hiring practices. Krista Tichelaar explains:



**Krista Tichelaar**  
Head of Talent  
Acquisition EMEA at  
Swift

*"Employee expectations for flexible work arrangements will grow, with a continued push for 'work from anywhere' policies and tailored schedules, such as a four-day workweek. Companies that offer innovative and adaptive work models will stand out, particularly in a competitive talent market."*

This flexibility not only attracts top talent but also fosters diversity by enabling companies to hire individuals from varying cultural, geographic, and socioeconomic backgrounds.

Liene Karaca highlights the importance of inclusivity in this global talent marketplace:



**Liene Karaca**  
Founder | Digital IT  
Recruiter  
at Smartist.One UG

*"Diversity topics will take center stage in hiring practices. With the global workforce aging, companies need to reconsider hiring decisions that are free from biases related to age, gender, or other factors."*

By adopting global-first strategies, organizations can diversify their hiring pipelines and build more equitable workplaces.



# **TREND #8:**

# **Making Employer Brands Feel More Human**

# Trend #8: Making Employer Brands Feel More Human

In 2025, employer branding will prioritize authenticity and values, empowering employees as storytellers and leveraging AI for strategic advocacy. Organizations will focus on aligning their messaging with candidates' expectations for flexibility, diversity, and well-being.

## Key trends:



### Authenticity First:

Employer brands will center on real employee stories.



### Strategic Advocacy:

Employee advocacy will be data-driven and impactful.



### Values Matter:

Branding will emphasize DEI, sustainability, and well-being.



### AI Integration:

AI will optimize branding and identify key advocates.



### Enhanced EVPs:

EVPs will focus on flexibility, growth, and mental health.



### Media Approach:

Companies will create content like media platforms.

## The Power of Authentic Storytelling

Today's job seekers prioritize authenticity, and organizations must respond by creating employer brands that feel relatable and genuine. Anna Bertoldini highlights this growing emphasis on human connection:



**Anna Bertoldini**  
Senior Social Media  
Brand Manager at NIQ

*"In 2025, I think recruitment will be all about making employer brands feel more human, with employee advocacy and personal branding taking center stage. Companies will encourage employees to share real, authentic stories about their work lives on social media, building both the company's image and their own personal brands."*

This shift marks a departure from top-down branding strategies. Instead, companies are empowering employees to become storytellers, using their experiences to paint a true picture of life within the organization. This approach builds trust and credibility, especially as candidates increasingly rely on peer insights during their job search.

## Employee Advocacy: From Participation to Strategy

Employee advocacy is no longer just about encouraging staff to share content. Alex Her predicts a more strategic and data-driven approach in 2025:



**Alex Her**  
Head of Global  
Employer Brand at  
GoDaddy

*"In 2025, not only will the usage of advocacy grow, but managers of the niche programs will turn it into a more mature function. Rather than relying on simply adding people to a program, true data will be measured to determine the ROI of the product in terms of the costs of engagement, share, reshare, and the overall impact it has on a company."*

By leveraging analytics, organizations can measure the effectiveness of advocacy efforts, optimizing content for greater reach and engagement. Advocacy platforms are evolving to provide detailed metrics, from impressions and clicks to the cost per engagement, ensuring that every initiative aligns with business goals.

## Aligning Employer Branding with Values

Modern candidates seek employers who share their values. Adam Posner highlights how employer branding is becoming a central tool in this alignment:



**Adam Posner**

Founder & Chief  
Talent Officer at  
NHP Talent Group,  
Podcast Host

*"Employer branding will take center stage to break through the noise as companies act like media platforms to attract top talent by showcasing their values and culture."*

This trend reflects a broader shift toward value-driven recruitment. Organizations are adopting media-like strategies, creating content that highlights their commitment to diversity, equity, inclusion (DEI), sustainability, and employee well-being.

## The Role of AI in Personal Branding

AI is playing a pivotal role in identifying employee advocates and tailoring content to the right audiences. Anna Bertoldini notes how this technology enhances both employer and personal branding efforts:



**Anna Bertoldini**

Senior Social Media  
Brand Manager at NIQ

*"AI will play a big role in finding the right advocates and tailoring content to the right audiences. At the same time, with flexibility, purpose, and well-being becoming non-negotiables, employers will need to highlight their commitment to DEI and sustainability."*

By analyzing social media data, AI tools can identify employees who are naturally engaged with the brand and amplify their voices. These advocates then help to humanize the employer brand, showcasing real stories that resonate with potential hires.

## Creating a Strong Employee Value Proposition (EVP)

An authentic employer brand requires a strong Employee Value Proposition (EVP) that reflects what matters most to candidates. Piret Luts explains how EVPs are evolving to meet modern expectations:



**Piret Luts**  
Global Talent  
Acquisition Lead  
at Nortal

*"With candidates prioritizing companies that align with their values, organizations are investing heavily in their employer brand. Strong EVPs that highlight career growth, flexibility, and mental health support are becoming key differentiators in attracting and retaining talent."*

A well-crafted EVP goes beyond salary and benefits, focusing on what makes the workplace unique. Companies that emphasize flexibility, purpose, and well-being not only attract top talent but also foster loyalty and engagement among existing employees.



**Alan Price**  
Global Head of  
Talent  
Acquisition at  
Deel

## How we helped Deel scale their team in record time

*"Several aspects stood out immediately: Matchr's professionalism, dedication, and focus on delivery. They onboarded very quickly and started to deliver in their first month already. Their deep market understanding and ability to provide valuable insights through regular reports were impressive."*

[Learn More](#)

## The Rise of Purpose-Driven Organizations

In 2025, employer branding is set to become a defining factor in attracting top talent. Candidates, particularly younger and frontline workers, are no longer evaluating companies based solely on compensation. Instead, they are placing increasing importance on purpose, culture, and the impact of their potential employers. Enni Pidan shares her prediction for the future of employer branding, emphasizing this shift:



**Enni Pidan**  
Director, TA  
(Continental Europe) at  
McCain Foods

*"My prediction for 2025, even beyond more organizations gearing to skills-based hiring and leveling up on AI, would be increased focus on employer branding as candidates prioritize purpose-driven organizations based on their personal values. This year, we saw a noticeable shift particularly among younger and frontline talent, where candidates are evaluating companies not just on compensation but on values, culture, and impact."*

Enni highlights the importance of authenticity and transparency in these efforts. She considers that in 2025, with companies now ramping up recruitment, organizations that can clearly communicate their purpose, commitment to sustainability, and focus on employee well-being will have a competitive edge in attracting top talent. We would need to show authenticity and stories of real employees, tangible actions, and visible progress on topics like diversity, inclusion, and environmental responsibility.

Achieving this requires organizations to align their talent acquisition strategies closely with their brand narrative. It's no longer enough to talk about purpose; companies must embody it through every interaction with candidates and employees. As Enni explains, *"This of course will require companies to align their talent acquisition strategies closely with their brand narrative so that they don't just talk about purpose but demonstrate it through every touchpoint of the candidate journey."*



# **TREND #9:**

# **A Renewed Focus on Candidate Experience**

# Trend #9: A Renewed Focus on Candidate Experience

In 2025, candidate experience will be essential, focusing on seamless, personalized journeys to attract and retain top talent. AI, community engagement, and retention strategies will redefine recruitment and strengthen employer branding.

## Key trends:

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### Seamless Experiences:

Candidate journeys will be smooth, transparent, and engaging.



### Rebuilding Standards:

Organizations will restore trust in candidate interactions.



### AI Personalization:

AI will tailor updates and recommendations to enhance experiences.



### Community Focus:

Companies will engage candidates through values-driven communities.



### Retention Matters:

Keeping talent through meaningful work and growth will be key.



### Brand Alignment:

Candidate experience will boost employer brand credibility.

## Candidate Experience as a Competitive Edge

Piret Luts highlights the growing importance of crafting a thoughtful and engaging candidate journey:



**Piret Luts**  
Global Talent  
Acquisition Lead  
at Nortal

*"As competition for top talent intensifies, a seamless, positive candidate experience is more important than ever. From clear communication during the hiring process to timely feedback and user-friendly application systems, TA teams are focusing on creating a journey that leaves a lasting impression on candidates."*

Clear communication and timely updates are now baseline expectations for candidates. Recruitment teams are integrating user-friendly technologies to ensure the application process is smooth and transparent. Feedback—whether leading to an offer or not—is becoming a vital part of candidate engagement, demonstrating respect for their time and effort.

## Rebuilding After a Decline in Standards

Joel Lalgee reflects on how candidate experience has suffered in recent years due to economic and organizational challenges:



**Joel Lalgee**  
Founder and Lead  
Recruiter at  
The Realest Recruiter

*"Over the past few years, many TA teams have been dismantled coupled with a growing number of applicants due to a tough corporate job market. This has left candidate experience at an all-time low."*

The dismantling of talent acquisition teams during difficult times led to a decline in the quality of candidate interactions, from long response times to impersonal processes. Joel Lalgee predicts a turning point in 2025, with companies recognizing the value of rebuilding trust and fostering stronger connections with candidates.

To address past shortcomings, organizations are increasingly turning to technology and community-driven approaches. Joel Lalgee sees these as crucial to revitalizing candidate experience:



**Joel Lalgee**  
Founder and Lead  
Recruiter at  
The Realest Recruiter

*"In 2025, companies will begin to focus on creating a great candidate experience using a combination of AI and community building."*

AI is enabling personalized interactions, such as real-time status updates and tailored job recommendations, making the process feel more human despite automation. Meanwhile, community-building initiatives create spaces where candidates can engage with the company culture and values before applying, fostering trust and alignment early on.

## Retention as a Recruitment Strategy

In a world where talent knows no borders, retaining skilled employees is just as important as acquiring them. Brian Fink underscores this point:



**Brian Fink**  
Talent Acquisition  
Partner at McAfee

*"Retention is the new acquisition. Recruiting in 2025 won't just be about filling roles; it'll be about creating ecosystems where talent wants to stay. Perks are out, purpose is in. Teams will demand meaningful work, career growth, and an actual work-life balance—not a meditation app and free kombucha."*

A survey by Gallup found that companies with strong employee engagement programs experienced 23% higher employee retention rates. Organizations that prioritize meaningful engagement, career development, and flexibility will win the loyalty of their global workforce.

## **TREND #10:**

# **The Shift Toward Truly Inclusive Workplaces**

# Trend #10: The Shift Toward Truly Inclusive Workplaces

In 2025, the focus on diversity, equity, and inclusion (DEI) will evolve into a cultural transformation driven by legislation, societal demand, and organizational accountability. Companies will move beyond quotas to create inclusive environments, leveraging AI to address bias and embedding DEI into everyday workplace experiences.

## Key trends:

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### Cultural Transformation:

DEI shifts from metrics to fostering truly inclusive environments.



### Legislative Momentum:

New laws mandate actionable diversity and inclusion strategies.



### Broadening Diversity:

Inclusion expands to address age, neurodiversity, and varied perspectives.



### Day-to-Day Inclusion:

Organizations embed equity and allyship into everyday practices.



### AI for Bias Reduction:

AI tools help uncover and mitigate unintentional hiring biases.



### Ethical Implementation:

Transparent and compliant AI practices become industry standards.

## From Quotas to Culture: Building True Inclusion

Diversity in hiring has often been seen as a numbers game, with organizations striving to meet quotas for representation. However, as Daisy Ilaria points out, the future of recruitment lies in shifting the focus from metrics to meaningful inclusion:



**Daisy Ilaria**  
Lead Talent  
Acquisition Specialist  
- EMEA at Versuni

*"I believe one of the biggest recruitment trends in 2025 will be the shift towards truly inclusive workplaces, driven by both societal demands and new UK/EU employment laws requiring diversity as a non-negotiable. Companies will need to go beyond just meeting quotas—they'll focus on creating environments where people from all backgrounds feel comfortable and supported."*

This requires a cultural transformation where diversity thrives organically. Daisy highlights the need for better leadership and employee training to foster inclusive environments, particularly for groups that are often overlooked, such as neurodivergent individuals.

To Daisy's point, "this means laying strong foundations, such as better leadership and employee training, to help everyone understand how to work with and manage people with different needs, including neurodivergent individuals."

Krista Tichelaar echoes this sentiment, emphasizing that DEI efforts must go beyond token gestures to address the broader experiences of employees:



**Krista Tichelaar**  
Head of Talent  
Acquisition EMEA at  
Swift

*"Organizations will move beyond simply tracking numerical diversity metrics—such as gender ratios—toward fostering inclusive environments where employees feel valued, equal, and supported. There will be a greater emphasis on allyship, intersectional diversity, and creating equitable experiences that resonate across all aspects of employee identity, not just gender."*

## Legislative Momentum: Driving Accountability

The push for inclusive workplaces isn't just coming from within organizations—it's being enforced by external forces. Daisy Ilaria notes the growing influence of laws in the UK and EU that make diversity a non-negotiable requirement. For instance, the [EU's new Diversity and Inclusion Directive](#), set to be implemented by 2025, mandates that large organizations report on DEI metrics and demonstrate actionable strategies to improve inclusion.

Adam Posner believes that legislative efforts, combined with societal demand, will drive companies to treat DEI as a measurable priority:



**Adam Posner**

Founder & Chief  
Talent Officer  
at NHP Talent  
Group, Podcast Host

*"Additionally, DEI efforts will evolve into measurable priorities driven by the growing demand for diverse, inclusive workplaces, even in this politically charged climate."*

This accountability forces organizations to not only adopt inclusive hiring practices but also to ensure that diversity extends into workplace culture, leadership, and decision-making.

## Addressing Bias and Broadening the Scope of Inclusion

With the global workforce aging and the nature of work evolving, organizations need to rethink how they approach diversity. As Liene Karaca explains:



**Liene Karaca**

Founder | Digital IT  
Recruiter  
at Smartist.One UG

*"Diversity topics will take center stage in hiring practices. With the global workforce aging, companies need to reconsider hiring decisions that are free from biases related to age, gender, or other factors."*

This broader definition of diversity encompasses not just demographic representation but also varied life experiences, perspectives, and abilities. Companies are increasingly recognizing that diverse teams bring better ideas, foster innovation, and reflect the communities they serve.

## Embedding Inclusion into Everyday Experiences

True inclusion is not achieved through standalone initiatives—it must be woven into the fabric of workplace culture. This involves creating equitable opportunities for all employees, fostering allyship, and addressing intersectional diversity.

Krista Tichelaar stresses the importance of creating equitable experiences that resonate across all aspects of employee identity:



**Krista Tichelaar**  
Head of Talent  
Acquisition EMEA at  
Swift

*"There will be a greater emphasis on allyship, intersectional diversity, and creating equitable experiences that resonate across all aspects of employee identity, not just gender."*

Building these experiences requires organizations to go beyond policy and focus on the day-to-day realities of their employees. From offering flexible working arrangements to accommodating different communication styles, inclusion must be about making every employee feel seen, heard, and valued.



**Blerim Mustafa**  
HR Director at  
Circular IT  
Group

## How we helped Circular IT Group expand into the EU market

*"We are very grateful to Matchr for their professional approach in the beginning stage of our company. For creating a foundation of our recruitment from which we can continue to build and the hires they brought in."*

[Learn More](#)

## Building Trust in AI-Driven Recruitment

68% of recruiters believe AI will remove unintentional bias. At the same time, by 2024, 44% of HR professionals cited ethical concerns as a major barrier to adopting AI in recruitment. Alla Pavlova emphasizes the need for legal and ethical frameworks as AI becomes more integrated into hiring processes:



**Alla Pavlova**  
Tech & Art  
Recruitment at Riot  
Games

*"AI suggests interesting options but here are my thoughts on what would be trending in 2025: legal and ethical integration of AI into hiring. Creating company policies around AI use and driving secure, compliant practices. Making clear how AI operates when selecting candidates based on CVs, predicting someone's success, or assessing performance. TA will become key stakeholders in legal and ethical discussions with the business."*

The role of AI in addressing bias is critical. By analyzing large datasets objectively, AI can uncover and mitigate patterns of bias that human recruiters may unintentionally perpetuate. Sophie Okonkwo envisions this as a driving force in recruitment's future:



**Sophie Okonkwo**  
Global Leader, Talent  
Acquisition

*"AI is transforming recruitment by automating tasks like sourcing, screening, and candidate engagement. In 2025, the demand for speed, efficiency, and unbiased recruitment practices will push AI-driven tools to the forefront, enabling smarter talent acquisition strategies, more personalized candidate experiences, and swifter turnaround times even with the current prevalence of lean recruitment teams."*

Organizations that prioritize ethical implementation, transparent communication, and continuous learning will not only lead in technology adoption but also set the standard for fair and inclusive hiring practices.

# FINAL WORDS

As we look ahead to 2025, the recruitment sector is set for significant changes. AI innovations, skills-first hiring approaches, and a focus on inclusivity will shape how organizations attract, engage, and retain talent. Flexibility, adaptability, and continuous learning will be essential as businesses navigate a fast-evolving talent landscape.

In these dynamic times, this report highlights the resilience and adaptability of the recruitment industry. At Matchr, we're here to support you every step of the way. Whether you're a startup, scale-up, or a large enterprise, our embedded recruitment and sourcing services are designed to meet your needs.

With flexible, rolling monthly contracts, you can scale your team as required, ensuring you always have the right support. Plus, we're ready to get started as soon as you need us, helping you achieve your hiring goals in 2025 and beyond.

Thank you for trusting us to be part of your recruitment journey. We look forward to continuing to work with you and supporting your success in the year ahead.

[Get in touch with us >>](#)

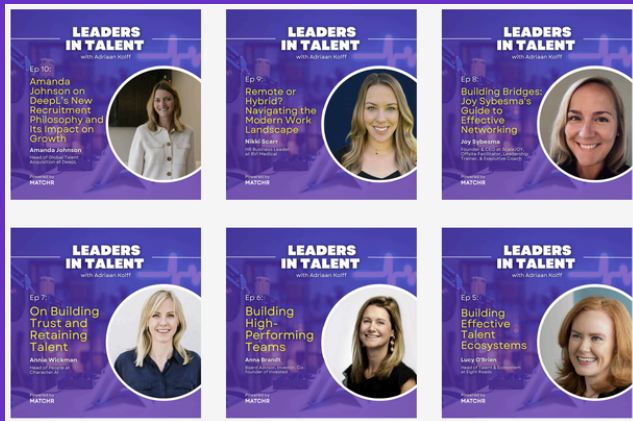
# Explore more of our resources:

All Tools +	Link	Category	Key Features	Price	Free demo/trial
Glider AI	glider.ai	Interviewing Skills Assessment Diversity & Inclusion Job description	<ul style="list-style-type: none"> <li>- AI Chatbot / Screening</li> <li>- AI-Guided Phone Screening</li> <li>- Technical Skill Tests</li> <li>- Functional Skill-Based Tests</li> <li>- Live Coding Interviews</li> <li>- One-Way Video Interviews</li> <li>- Upskilling, Reskilling, &amp; Skill Certification</li> <li>- AI-Proctoring: Ensures the integrity of remote tests and assessments</li> <li>- Diversity Hiring (DE&amp;I): Supports diversity, equity, and inclusion in the hiring process</li> </ul>	available on request	Demo
Reachout AI	reachout.ai	Outreach Video outreach	<ul style="list-style-type: none"> <li>- All-in-One Platform: ReachOut.AI is an all-in-one, unified, and AI-powered video prospecting platform. It eliminates the need for multiple apps and manual processes by providing a comprehensive solution.</li> <li>- Automation: By leveraging AI technology, ReachOut.AI automates the</li> </ul>	249-6995	Demo

## 100 Best AI Tools for Recruiters

We meticulously curated the collection of the top AI tools for recruiters and created the Notion page so you can quickly navigate and filter out the tools you need for your tasks.

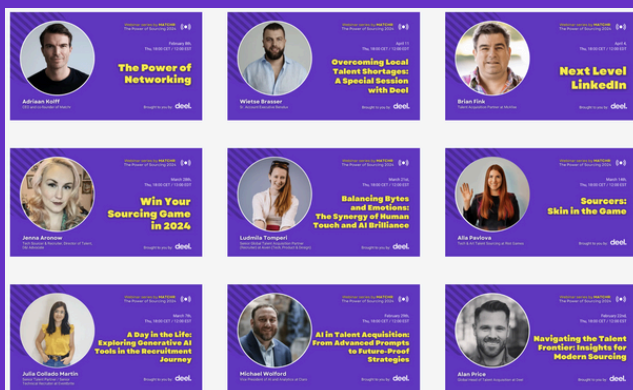
[Get access to the toolkit>>](#)



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