



27 Giugno 2018



# The Economic Graph | Global



MEMBERS

560M+



COMPANIES

20M+



JOB

14M+



SKILLS

50k



SCHOOLS

29k+

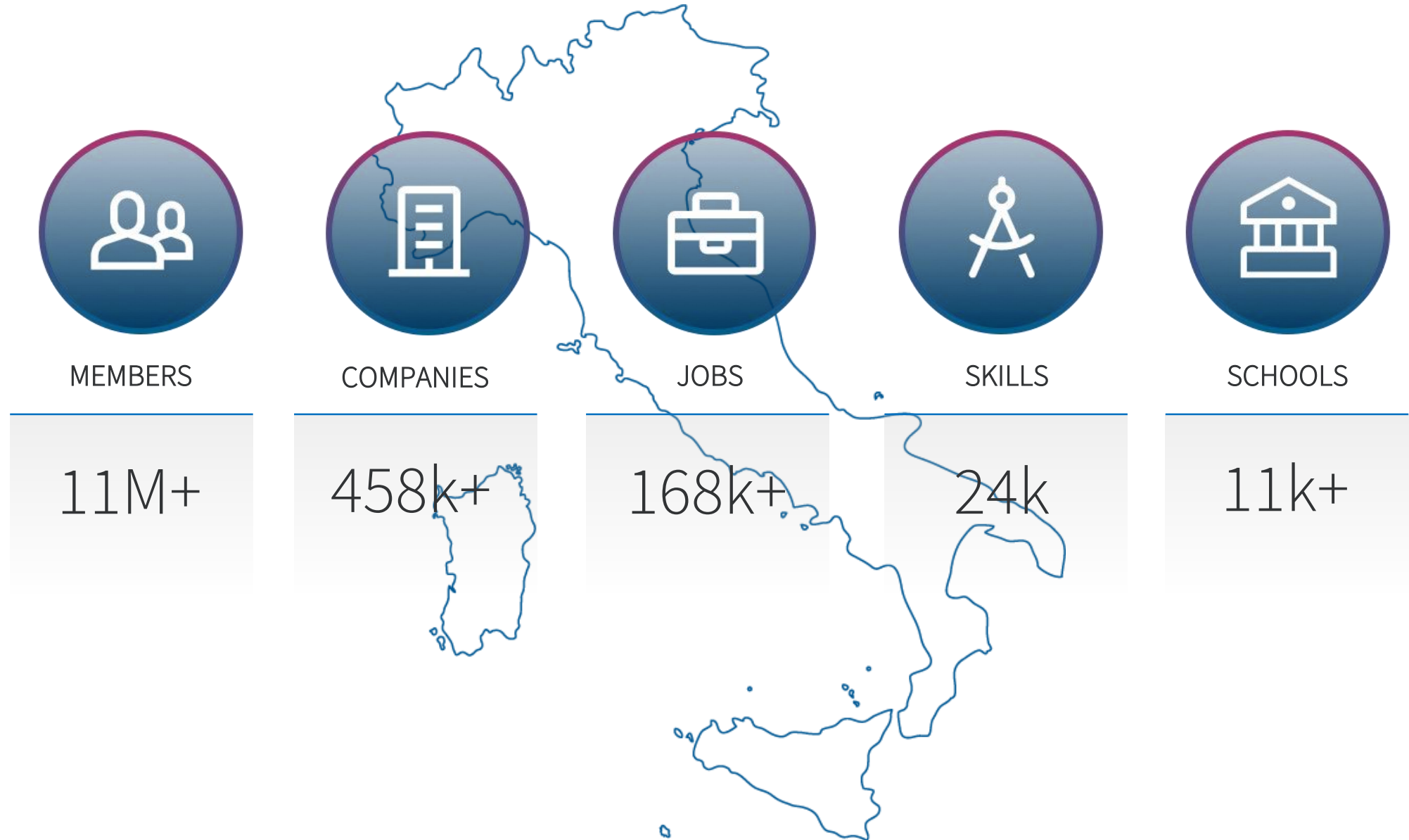


Create economic opportunity  
for every member of the  
global workforce



Connect the world's professionals  
to make them more productive  
and successful

# The Economic Graph | Italy



# Executive Summary Part 1/2



Accendiamo insieme il motore della ripresa

4.Manager ti offre un **motore di ricerca** su tutti i temi di maggiore interesse per **manager** e **imprenditori**.

Con 4.Manager trovi il meglio dell'informazione su:

## Il mondo 4Manager e' su LINKEDIN!

**Job titles** Current ▼

Owner Founder Co-Founder

Co Founder +

**Locations**

Italy +

**251,858**  
total candidates

**Locations**

Italy +

**605,877**  
total candidates

**Job titles** Current ▼

Dirigente Chief Executive Officer

Chief Operating Officer

Chief Commercial Officer

Chief Financial Officer

General Manager Managing Director

Chief Operations Officer Director

Manager Country Manager

Country General Manager

Director of Sales Director Operations

Executive Sales Manager

Head Of Operations

Head Of Marketing Head Of Sales

Head Of Marketing and Sales

Head Of Information Technology

Head Of Finance Head of IT

Head Of Human Resources

Head Of Security

Chief Security Officer

Chief Information Officer

Chief Marketing Officer

Chief Sales and Marketing Officer

Sales Regional Manager

Manager of Sales

Regional Sales Manager

Director of Marketing Sales

Sales Area Manager +

# How Italian professionals spend their time on LinkedIn

You can engage these members across multiple touch points

Connect & Communicate

55%

network with other professionals

Research People & Companies

61%

learn about what other colleagues are doing

Professional Insights

68%

are staying up to date on industry discussions

Viewing Jobs

52%

are actively learning about career opportunities





# 10 STEPS FOR LEADING IN THE DIGITAL AGE





Leverage the  
power of LinkedIn  
as an executive

to engage at a deeper level with



Customers



Employees



Peers

# Today's top performing leaders engage online

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companies that are engaged on social media are:

40%

more likely to be perceived as competitive

58%

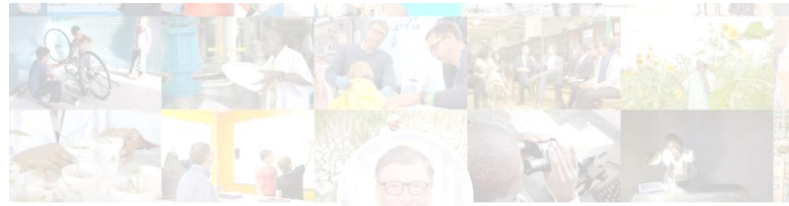
more likely to attract top talent



Bernard Marr • 2nd

Internationally best-selling author; keynote speaker; leading business, technology and data expert

Bernard Marr & Co • Cambridge University  
Milton Keynes, United Kingdom



Bill Gates • 3rd

Co-chair, Bill & Melinda Gates Foundation  
Bill & Melinda Gates Foundation • Harvard University  
Greater Seattle Area



Stacy Brown-Philpot • 2nd

CEO, TaskRabbit  
TaskRabbit • Stanford University Graduate School of Business  
San Francisco Bay Area • 500+ 25



Sramana Mitra • 2nd

Founder at One Million by One Million (1M/1M)  
One Million by One Million (1M/1M) • 1Mby1M.com • Massachusetts Institute of Technology  
Boston, Massachusetts • 500+ 25



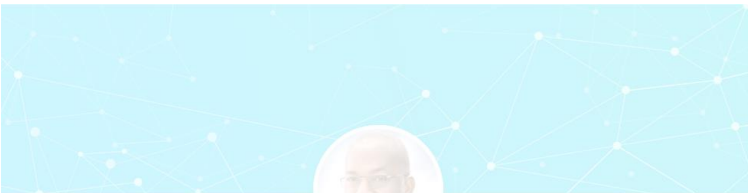
Ryan Holmes • 2nd

COO at Hootsuite  
Hootsuite • 500+ 25



Jill Schlesinger • 2nd

CEO, News Business Analyst, host of "Better Business" podcast and "Jill on Money" radio  
News Business Analyst • 500+ 25



Bernard J. Tyson • 3rd

Chairman and CEO of Kaiser Permanente  
Kaiser Permanente • Golden Gate University  
Oakland, California



Richard Branson • 3rd

Founder at Virgin Group  
Virgin Group • Stowe School  
Virgin Islands (British)



Oprah Winfrey • 3rd

CEO, Producer, Publisher, Actress and Innovator  
OWN: Oprah Winfrey Network  
Los Angeles, California

# 8.2 Million

## C-level executives have LinkedIn profiles

# CONNECT ON YOUR TERMS

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- STEP 1 Create an effective executive profile
- STEP 2 Connect with the people that matter
- STEP 3 Tailor your notifications & privacy settings

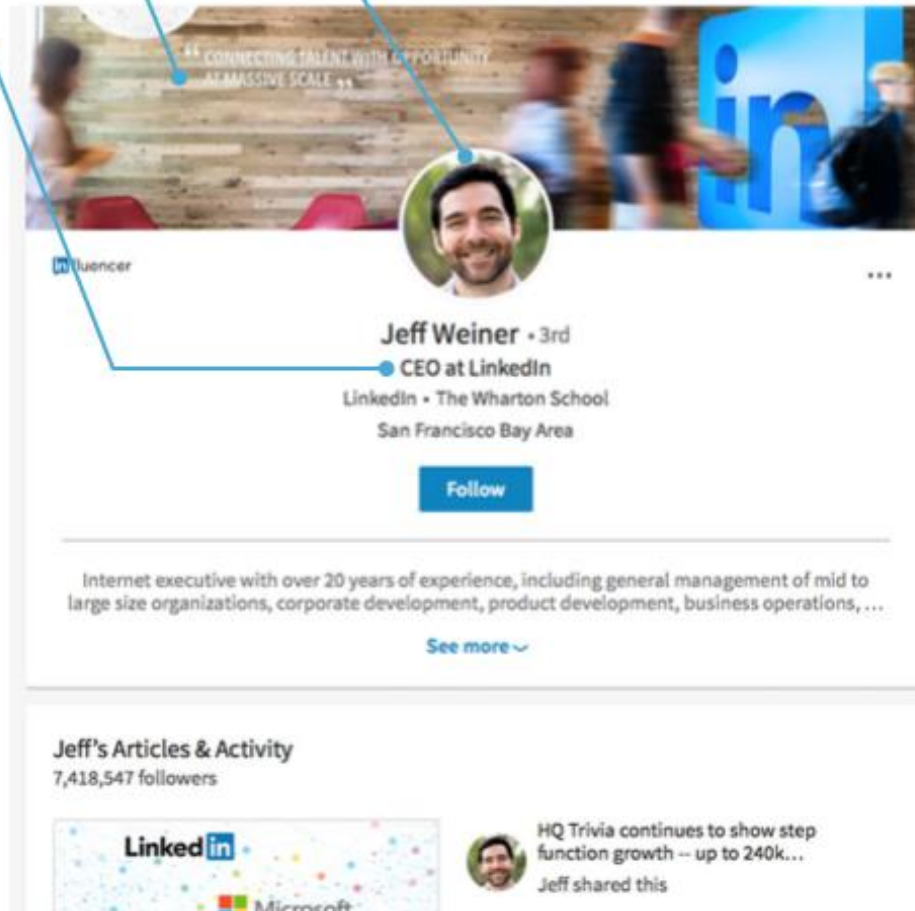




BACKGROUND  
PICTURE

PHOTO

HEADLINE




STEP 1

Create an effective  
executive profile




## STEP 2

# Connect with the people that matter



**in**


**Ariel Eckstein** • 2nd  
Helping clients grow at LinkedIn  
LinkedIn • University of Virginia Darden School of Business  
New York, New York • 500+ 

[Follow](#) [View in Sales Navigator](#) [More...](#)


Multicultural executive with experience working in  
of success in P&L management, launching new busin

Share Profile  
Connect  
Message  
Save to PDF  
Report / Block

**Highlights**

 **138 Mutual Connections**  
You and Ariel both know Meg Garlinghouse, Bob Rosin, and 136 others

**in** **PREMIUM**  
**15% growth in the Sales function at LinkedIn (12 months)**  
You both work here  
[See more insights](#)

[Show more](#) 



PREMIUM  
Shannon (Stubo)  
Brayton  
[View profile](#)

## ACCOUNT

Settings & Privacy

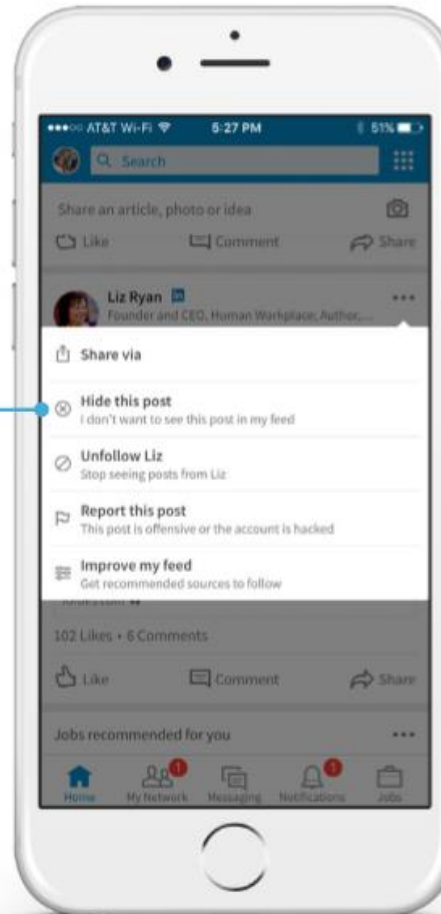
Premium subscription s

Help Center

## PRIVACY SETTINGS

The privacy setting of your profile can be found here.

## MANAGE YOUR NOTIFICATIONS



## STEP 3

Tailor your  
notifications &  
privacy settings

# NEVER MISS OUT

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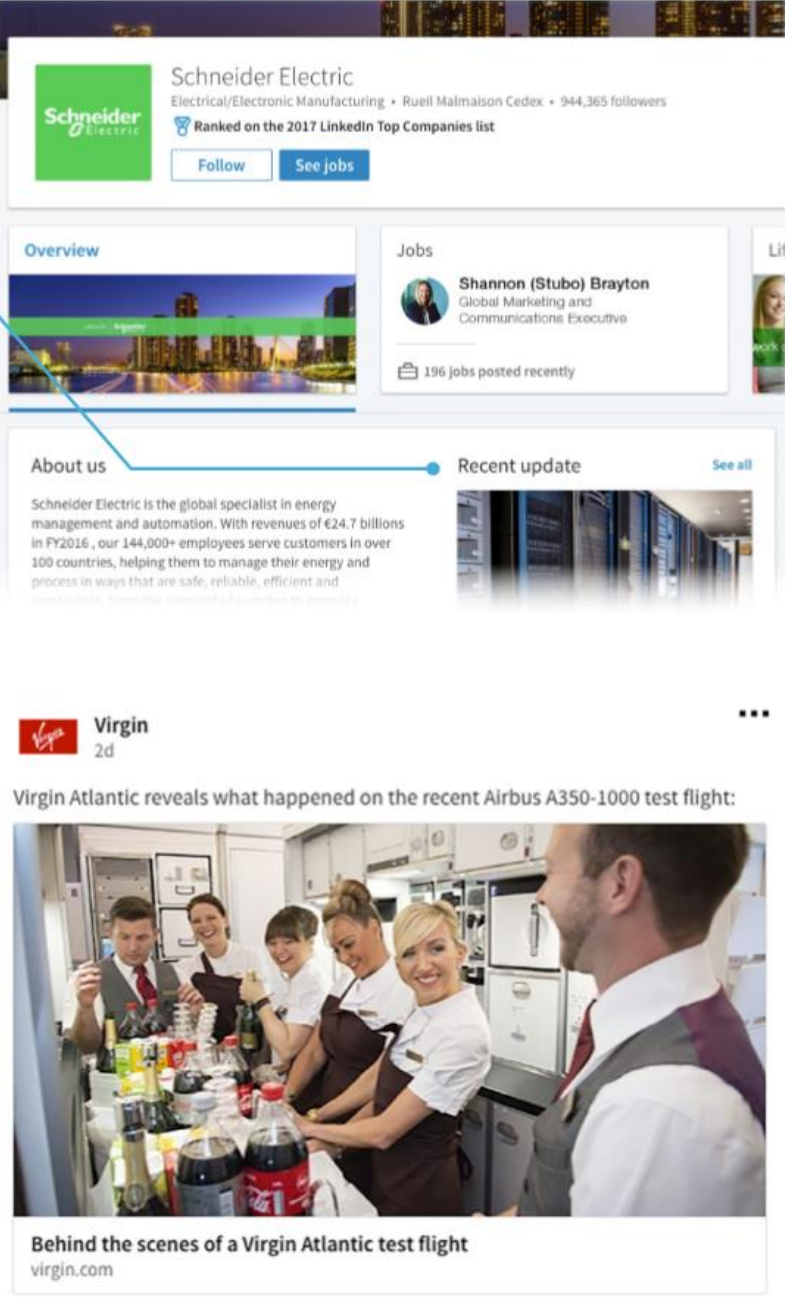
- STEP 4 Keep in touch with your customers & partners
- STEP 5 Keep tabs on the competition & potential acquisitions
- STEP 6 Stay on top of the leading ideas in your industry



## STEP 4

Keep in touch with  
your customers and  
partners

FOLLOW YOUR  
CUSTOMER'S ACTIVITY



The image shows a screenshot of a LinkedIn profile for Schneider Electric. The profile header includes the company logo, name, industry (Electrical/Electronic Manufacturing), location (Rueil Malmaison Cedex), and follower count (944,365). It also mentions being ranked on the 2017 LinkedIn Top Companies list. Below the header, there are tabs for Overview, Jobs, and About us. The Overview tab is selected, showing a cityscape image. The Jobs tab shows a profile for Shannon (Stubo) Brayton, Global Marketing and Communications Executive, with 196 jobs posted recently. The About us tab is also visible, providing a brief description of the company. Below the profile, there is a post from Virgin Atlantic, dated 2 days ago. The post features a photo of Virgin Atlantic cabin crew members in the galley, preparing drinks. The caption reads: "Virgin Atlantic reveals what happened on the recent Airbus A350-1000 test flight: Behind the scenes of a Virgin Atlantic test flight". The post has 31 likes and 1 comment.

Schneider Electric  
Electrical/Electronic Manufacturing • Rueil Malmaison Cedex • 944,365 followers  
Ranked on the 2017 LinkedIn Top Companies list  
Follow See jobs

Overview

Jobs

Shannon (Stubo) Brayton  
Global Marketing and Communications Executive  
196 jobs posted recently

About us

Schneider Electric is the global specialist in energy management and automation. With revenues of €24.7 billions in FY2016, our 144,000+ employees serve customers in over 100 countries, helping them to manage their energy and process in ways that are safe, reliable, efficient and sustainable, from the simplest of customer to providing

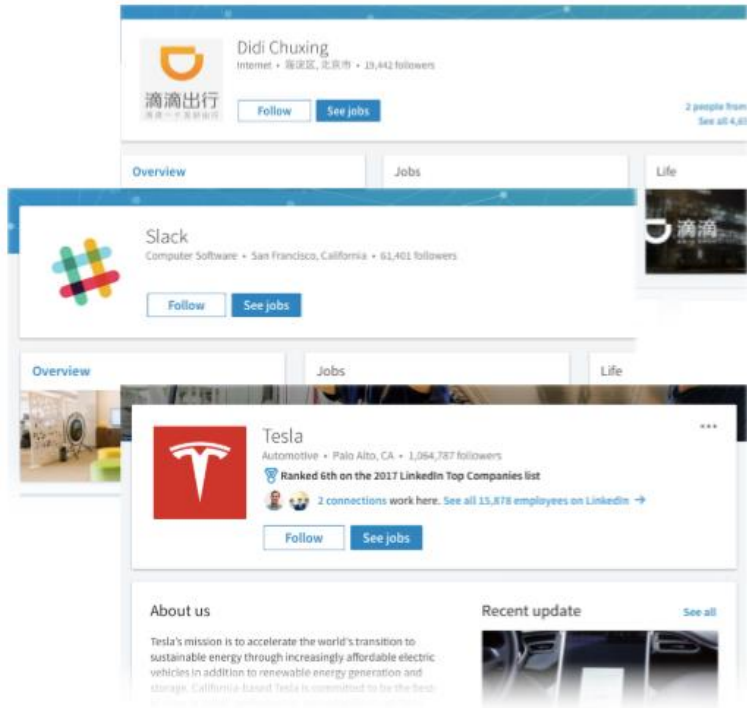
Recent update See all

Virgin 2d

Virgin Atlantic reveals what happened on the recent Airbus A350-1000 test flight:

Behind the scenes of a Virgin Atlantic test flight  
virgin.com

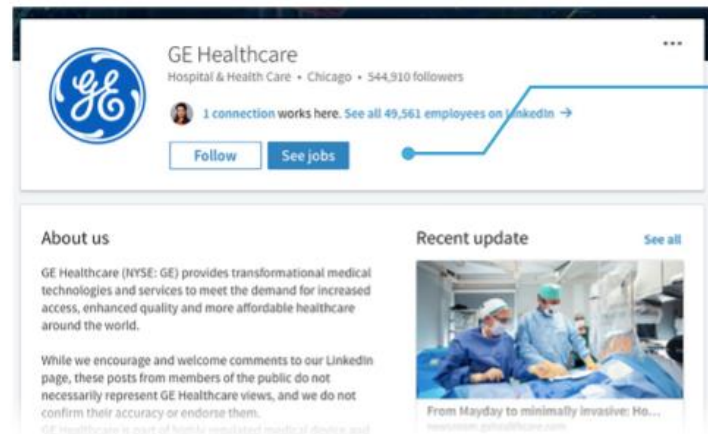
31 Likes • 1 Comment



SPOT THE NEXT  
GENERATION OF  
COMPETITORS

## STEP 5

Keep tabs on the  
competition &  
potential  
acquisitions



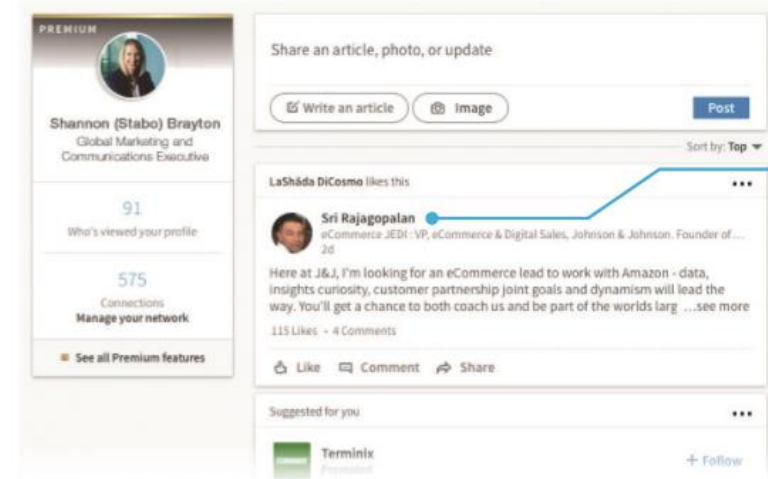
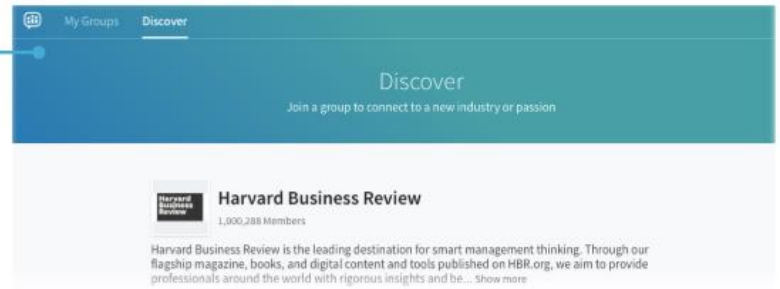
IDENTIFY WHO IN  
YOUR NETWORK CAN  
TELL YOU MORE



## STEP 6

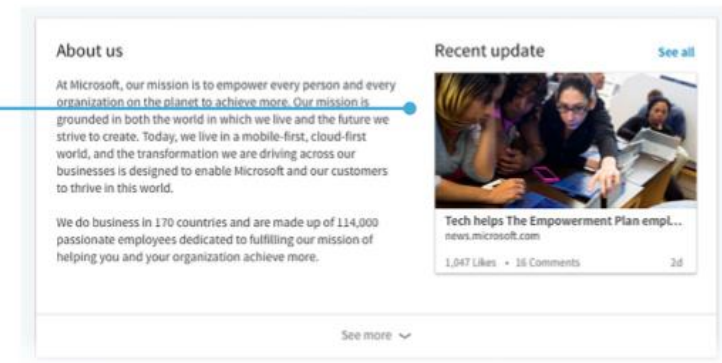
Stay on top of the leading ideas in your industry

### DISCOVER



### PEOPLE

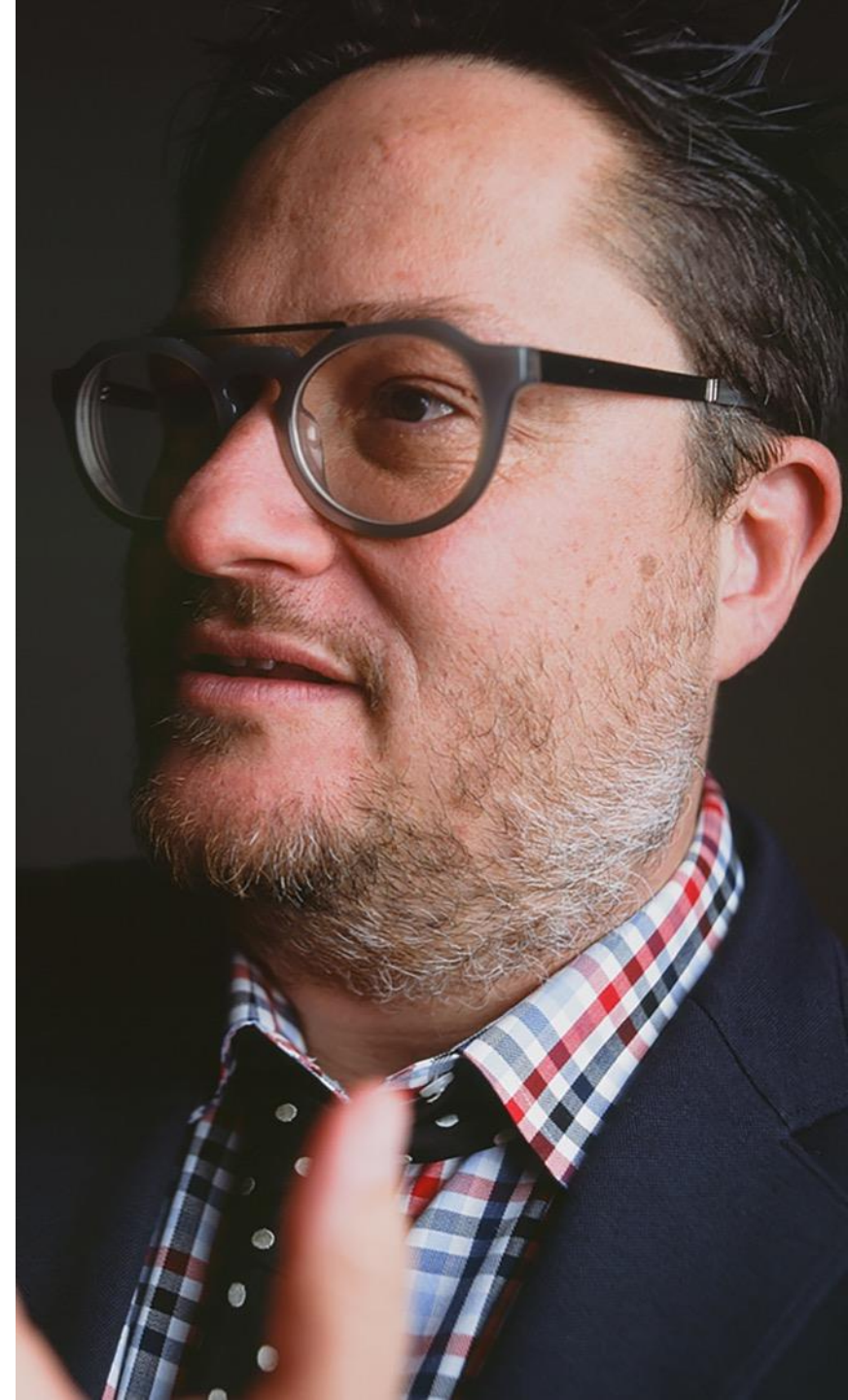
### COMPANIES



# LEAD IN THE DIGITAL AGE

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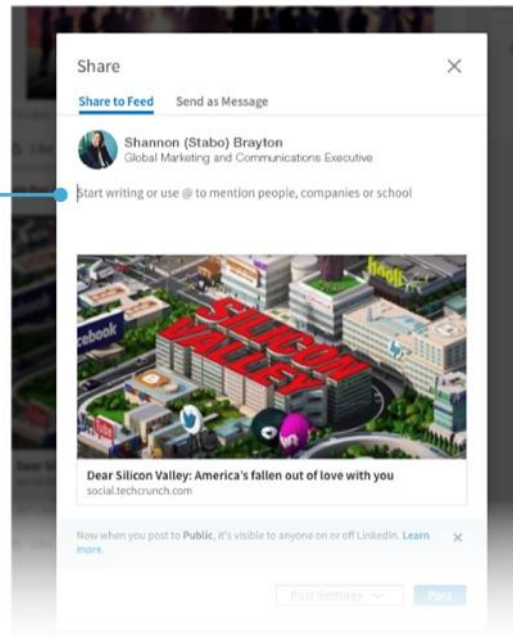
- STEP 7 Be a voice of your industry & build thought leadership
- STEP 8 Show that your company has socially engaged & authentic leaders
- STEP 9 Accelerate business through relationships
- STEP 10 Attract & retain the best talent



## POST & SHARE UPDATES



## COMMENT & SHARE



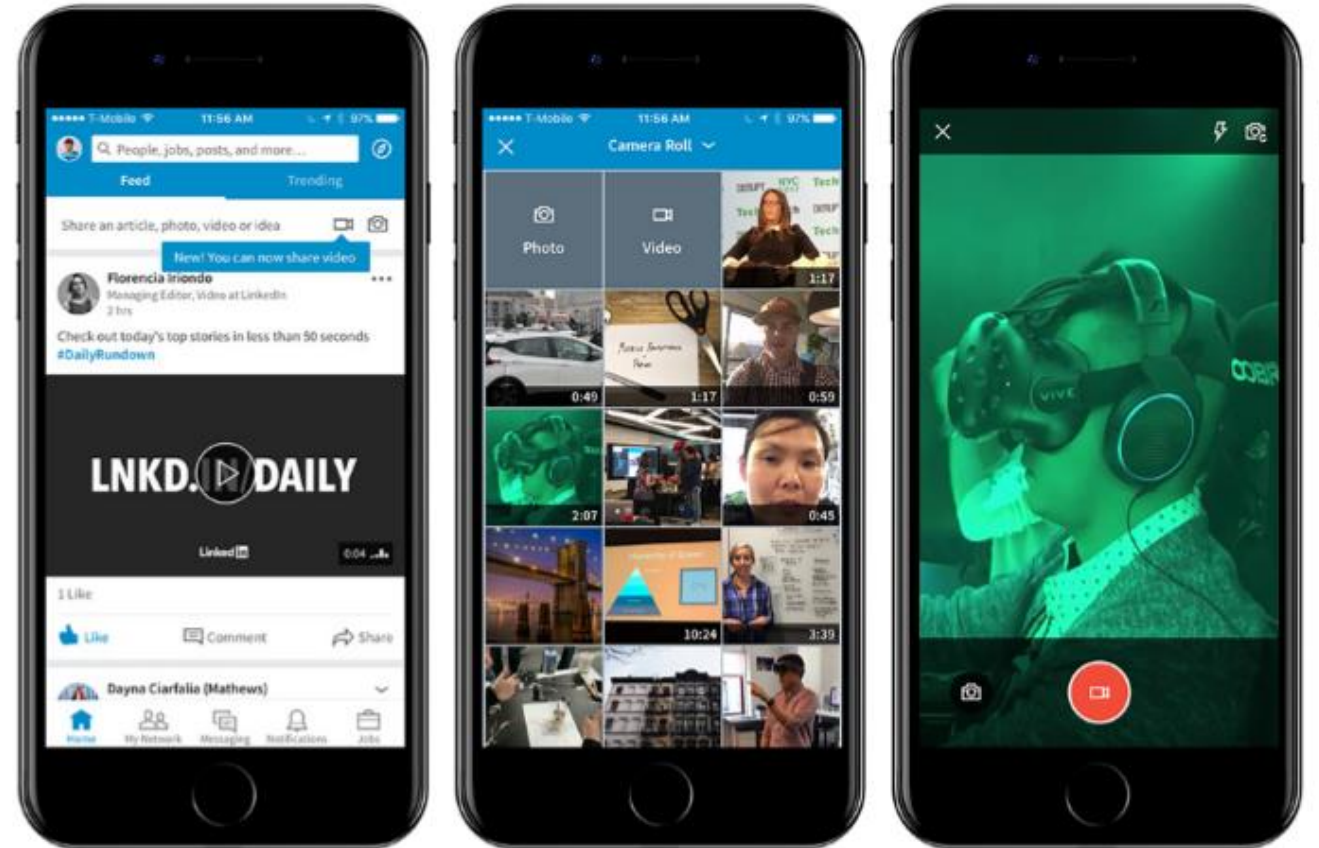
## STEP 7

Be a voice of your industry & build thought leadership

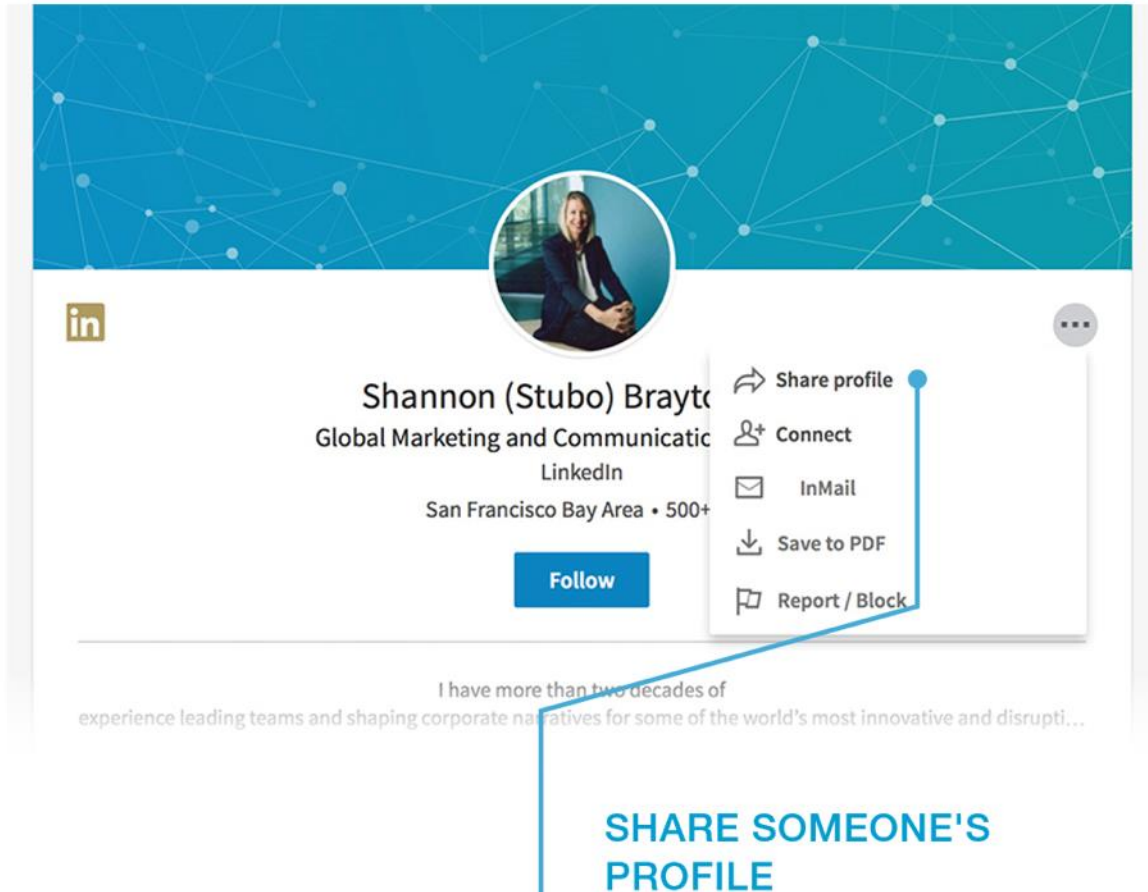
## STEP 8

Show that your company has socially engaged & authentic leaders

### LEVERAGE LINKEDIN AS A COMMUNICATIONS PLATFORM



### LINKEDIN INFLUENCERS



## STEP 9

Accelerate  
business through  
relationships

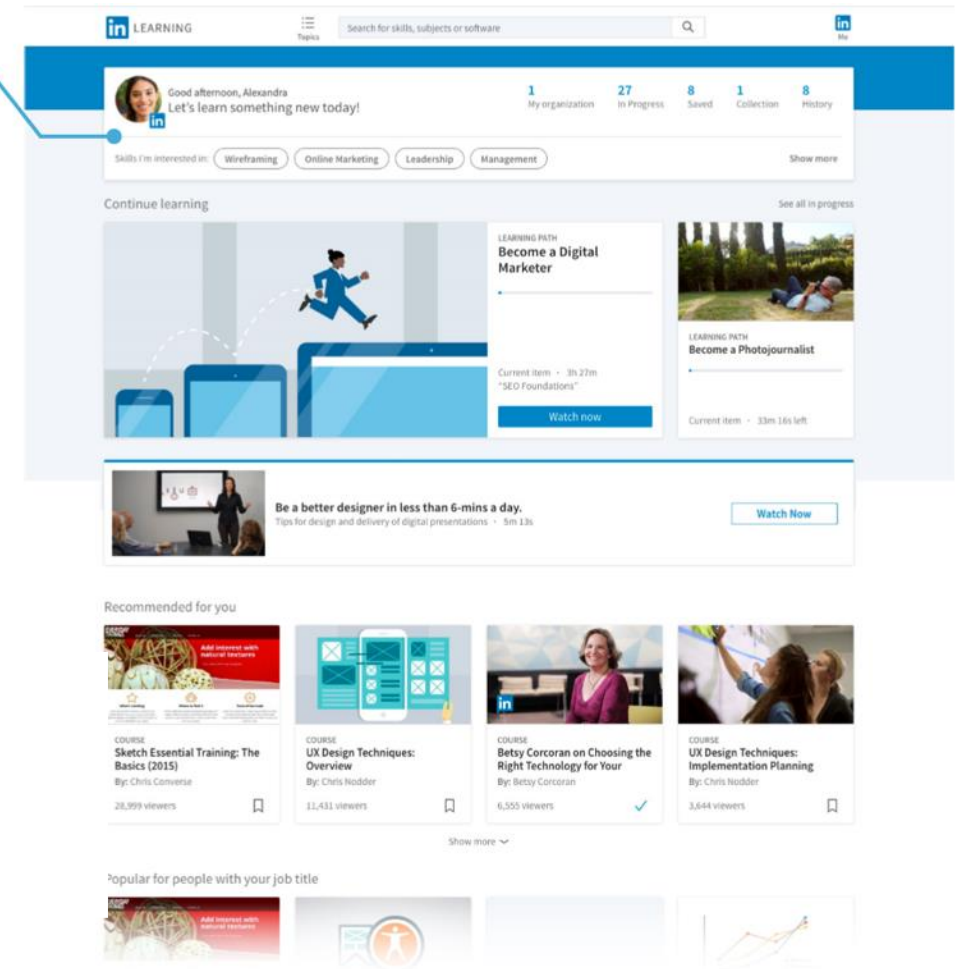
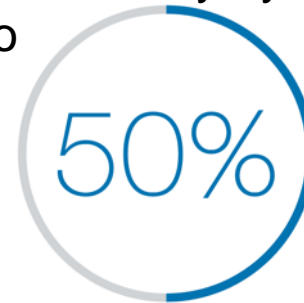


## STEP 10

# Attract & retain talent

LINKEDIN LEARNING  
WITH LYNDACOM  
CONTENT

a culture of  
learning boosts  
employee  
productivity by up  
to





# VISUAL GUIDE





### 1. PHOTO

An up-to-date and good quality picture helps to establish yourself as an open and connect leader and adds credibility to your profile.



### 2. LOCATION

Location will allow your potential partners to find you. Additionally, you will stand out in searches up to 23X.\*



### 3. SUMMARY

The summary is a more personal overview of your career and an opportunity to highlight any areas of expertise.

### Experience



**CEO**  
LinkedIn  
Dec 2008 – Present • 9 yrs

Connecting the world's professionals to make them more productive and successful. Since joining the company in December 2008, LinkedIn has expanded its global platform to 23 languages and more than 30 offices around the world, grown its membership base from 33M to more than 500M, and increased its revenue from \$78M to over \$4B in 2017.

#### Media (8)

< Previous Next >



Bay Area Council 2012: The Next Human Leap



The Art of Conscious Leadership, Wisdom 2.0 2013



**Member, Board of Directors**  
Intuit



### 4. EXPERIENCE

The experience section allows you to highlight your work history and key positions you held. It is also an opportunity to include any Board or Chair experience that illustrates your leadership.



### 5. PICTURES & VIDEOS

Using photos, presentations and other rich media is a helpful tool in demonstrating your thought leadership and promoting your company.



## 7. ENDORSEMENTS

Endorsements are a great way to illustrate expertise. By endorsing your team members and partners you can show them your appreciation and highlight their skills.



## 9. INTERESTS

By following groups, companies or influencers you will be able to stay in touch with all the updates. Your interest can be reflected in your profile and indicate to your network that you are staying current with your industry.

### Education



The Wharton School  
Bachelor of Science, Economics  
1988 – 1992



## 6. EDUCATION

A completed education section ensures up to 11x\* profile views. This can be also a great way to build relationships of trust with your school alumni.

### Featured Skills & Endorsements

Leadership - 99+



Endorsed by Ambassador Shabazz and 19 others who are highly skilled at this



Endorsed by 135 of Jeff's colleagues at LinkedIn

Entrepreneurs... - 99+



Endorsed by Dharmesh Shah and 26 others who are highly skilled at this



Endorsed by 46 of Jeff's colleagues at LinkedIn

Strategy - 99+



Endorsed by DJ Patil and 51 others who are highly skilled at this

### Recommendations

Received (7)

Given (22)



**Derek E. Baird**  
Experienced Creative,  
Social & Digital  
Strategist -  
Kids/Tween/Teen &  
Family  
January 19, 2011, Derek  
E. reported directly to  
Jeff

While I was at Yahoo!, I had the honor of working for Jeff on the Yahoo! Teachers social networking product. Jeff was our executive sponsor on this project and he was our strongest and most passionate advocate.

His knowledge of the consumer Internet and youth media space was invaluable and his strategic eye was instrumental in moving our product from a hack day idea into a full beta.

On this project Jeff also demonstrated his deep and unwavering commitment to social responsibility. Jeff is a doer. Throughout his tenure on this project he was always more than willing to channel the many resources at Yahoo!, as well as his many connections, to help improve public education in this



## 8. RECOMMENDATIONS

Recommendations are an engaging, peer-empowered way to build trust.

### Interests



**Mark Cuban**   
President  
3,477,526 followers



**Friends of LinkedIn**  
15,593 members



**Laszlo Bock**   
CEO and co-founder of Humu. Fo...  
809,863 followers



**Arianna Huffington**   
Founder and CEO at Thrive Global  
6,637,839 followers



**Accel Partners**  
61,475 followers



**Hiroshi Mikitani**   
CEO, Rakuten Inc.  
944,658 followers





LinkedIn<sup>TM</sup>