

GroupM finds a new way to source talent for early career roles and its industry-leading Launch Pad program

GroupM, WPP's media investment group, joined the Google Career Certificates Employer Consortium as a way to expand on its effort to build the next generation of talent in media.

GroupM leverages the Employer Consortium as way to source talent for their entry-to-mid level careers and for their Launch Pad program – a full-time immersion program that provides career pathing, networking opportunities, and training to people from all backgrounds, including recent college grads, career changers, people without experience in media, and people without college degrees. **GroupM has already had success making numerous hires through the Google Career Certificates Employer Consortium and is scaling hiring for its [Launch Pad program](#).**



The Google Career Certificates Employer Consortium complements GroupM's Launch Pad program and offers a diverse network of candidates with foundational skills. We're deeply invested in creating pathways for people from every type of background to learn more about our industry, so they can develop meaningful careers and lead with impact.

- Kristina Mercado, Associate Director, Future Talent Program Management



Learner Spotlight: Tahmid Imlak

After leaving his job as a healthcare coordinator, Tahmid took the Google Data Analytics Certificate as a way to expand his career options. Upon completion, he learned about GroupM through Google's exclusive job portal on Career Circle, and says his Certificate helped him land his job as an Investment Associate.

After a year on the job, Tahmid has been promoted and says that the Google Data Analytics Certificate still helps him in his day-to-day work. He gained a foundation in skills like SQL and R, which allow him to quickly grasp the software required for his role. Tahmid credits the certificate with introducing him to the ad industry and providing him with a foundation of skills he uses every day. **"I've been able to use what I've learned to hit the ground running and continue learning new aspects about the buyer's side of advertising, which led me to transition into a Senior Associate role on a new team."**