

Julia Pollak

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What the Economy Is Telling Us Today. As the chief economist for leading online employment marketplace ZipRecruiter, Julia Pollak has her finger on the pulse of the U.S. labor market. She directs research initiatives designed to draw out insights on what's shaping the current and future markets and why. In this talk, she provides an accessible analysis of the key trends that are driving the economy and relates the data back to what matters most for organizations when it comes to operating their businesses and recruiting and retaining talent. She offers clearheaded strategies for how organizations can make sense of the current economic outlook and use what they know to position themselves for the future of business and work.

How to Succeed in the New Work Economy. In her daily work as ZipRecruiter's chief economist, Julia Pollak is the first to spot the ebbs and flows of the market and identify the trends that will be integral to the success of organizations and employees for the future of work. In this talk, Pollak zeroes in on the new work economy — highlighting what the data is telling us about the state of employment for specific industries and roles, as well as going one step beyond to illustrate what all of this means from a human perspective. Speaking to the perspectives of both organizations and employees, she shares valuable strategies for how companies can adapt to labor market trends in order to attract their desired candidates and also touches on tools for success for job seekers, with the goal of powering a market that works for everyone.