

Ashley GCC Builds a Tech Powerhouse in India with LinkedIn

How the World’s Largest Furniture Manufacturer Used LinkedIn to Scale Talent and Innovation from Chennai

ABOUT ASHLEY

Ashley Furniture Industries, the world’s largest furniture manufacturer and a household name across North America, launched its Global Capability Center (GCC) in Chennai in 2022 to fuel its digital transformation. In just two years, the Ashley GCC grew by 175%, establishing itself as a key innovation engine for global operations with LinkedIn as its strategic hiring partner.

THE CHALLENGE

Ashley GCC had a bold mission: build a high-caliber tech workforce in India across emerging domains like AI, Cloud, Cybersecurity, and ML and do it fast.

To succeed, Ashley needed to: -

- Hire hundreds of specialized professionals at speed and scale
- Build a compelling employer brand in a highly competitive talent market
- Streamline hiring with intelligent, data-driven tools

THE IMPACT

- ✓ 183% of hiring goal achieved, including 60% in senior roles
- ✓ Follower growth of 1887%, building a powerful brand in tech talent circles
- ✓ Time-to-hire reduced significantly for niche roles
- ✓ 19x more content engagement through the LinkedIn Career Page
- ✓ Developed a strategic talent pipeline for both immediate and future needs

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LinkedIn’s AI-powered tools transformed how we scale. Precision hiring led to exceptional culture fits and lasting team capabilities. That’s how we built a tech hub that delivers real business impact.

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Ravindran Chandrasekaran

Sr. Director, GCC Strategy & Operations, Ashley GCC

HOW WE HELPED

Ashley partnered with LinkedIn to power its talent acquisition transformation, combining Ashley's global innovation vision with LinkedIn's talent market insights and AI-powered tools.



LinkedIn Recruiter & InMail

Connected with passive candidates for hard-to-fill technical and leadership roles.



LinkedIn Jobs

Drove 5,000+ qualified applications for specialized tech roles.



LinkedIn Career Page (LCP)

Drove 1887% follower growth by amplifying Ashley GCC's mission and culture.

WHY IT WORKED

Ashley's success was driven by:

- A skills-first, insight-led hiring approach
- Use of AI-powered tools to enhance sourcing accuracy
- Employer branding at scale, built with storytelling and data
- Deep collaboration with LinkedIn to align hiring with business impact

BUSINESS OUTCOME

Ashley GCC is now a leading example of how global innovation centers can thrive in India by hiring fast, hiring smart, and hiring for impact.



Ashley GCC's story is a powerful reminder that business success follows when hiring is treated as a force multiplier. By aligning hiring to business goals and using LinkedIn's AI tools, Ashley built lasting capabilities fast.



Ruchee Anand

Senior Director,
LinkedIn, India