



HOW AI IS RESHAPING HIRING STRATEGIES

WITH BEN BROUGHTON

A bit about me...

Experience



Founder / Owner

Primis · Full-time

Sep 2021 - Present · 3 yrs 8 mos
London, England, United Kingdom

Primis is a provider of talent solutions to the technology sector across the UK and US.

...

...see more



Co-Founder

Pobl.io · Full-time

Jan 2023 - Present · 2 yrs 4 mos
New York, United States · Hybrid

POBL delivers remote technical talent and teams from the LatAm markets into US Businesses. We provide the support you need to integrate talent remotely into your workforce, for both short & long term engagements.



Founder & Director

Capture Outsourcing · Full-time

Jul 2022 - Present · 2 yrs 10 mos
London, England, United Kingdom · Hybrid

Capture provides dedicated outsourced recruitment capabilities to the UK and US markets from South Africa. Currently at over 30+ heads delivering into 17 recruitment businesses.



Chair for IT Sector Forum

Association of Professional Staffing Companies - APSCo

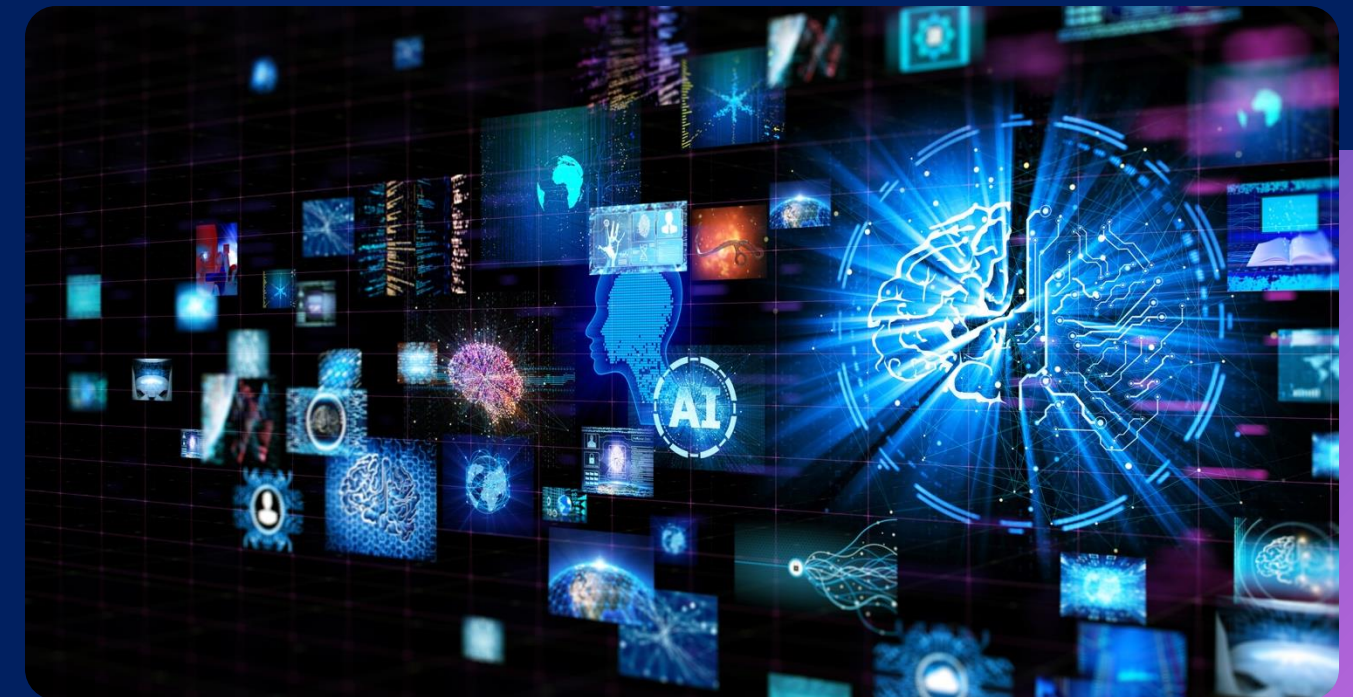
Jan 2011 - Present · 14 yrs 4 mos
London



Managing Director / Co-Owner

Premier Group Recruitment · Full-time

Jul 2006 - Feb 2021 · 14 yrs 8 mos
London, United Kingdom



WELCOME + OVERVIEW

Introduction to AI in recruiting

Impact across UK and US tech hiring

Goals for today





How confident are you in your current knowledge of AI in recruiting?

THE GROWING ROLE OF AI IN HIRING

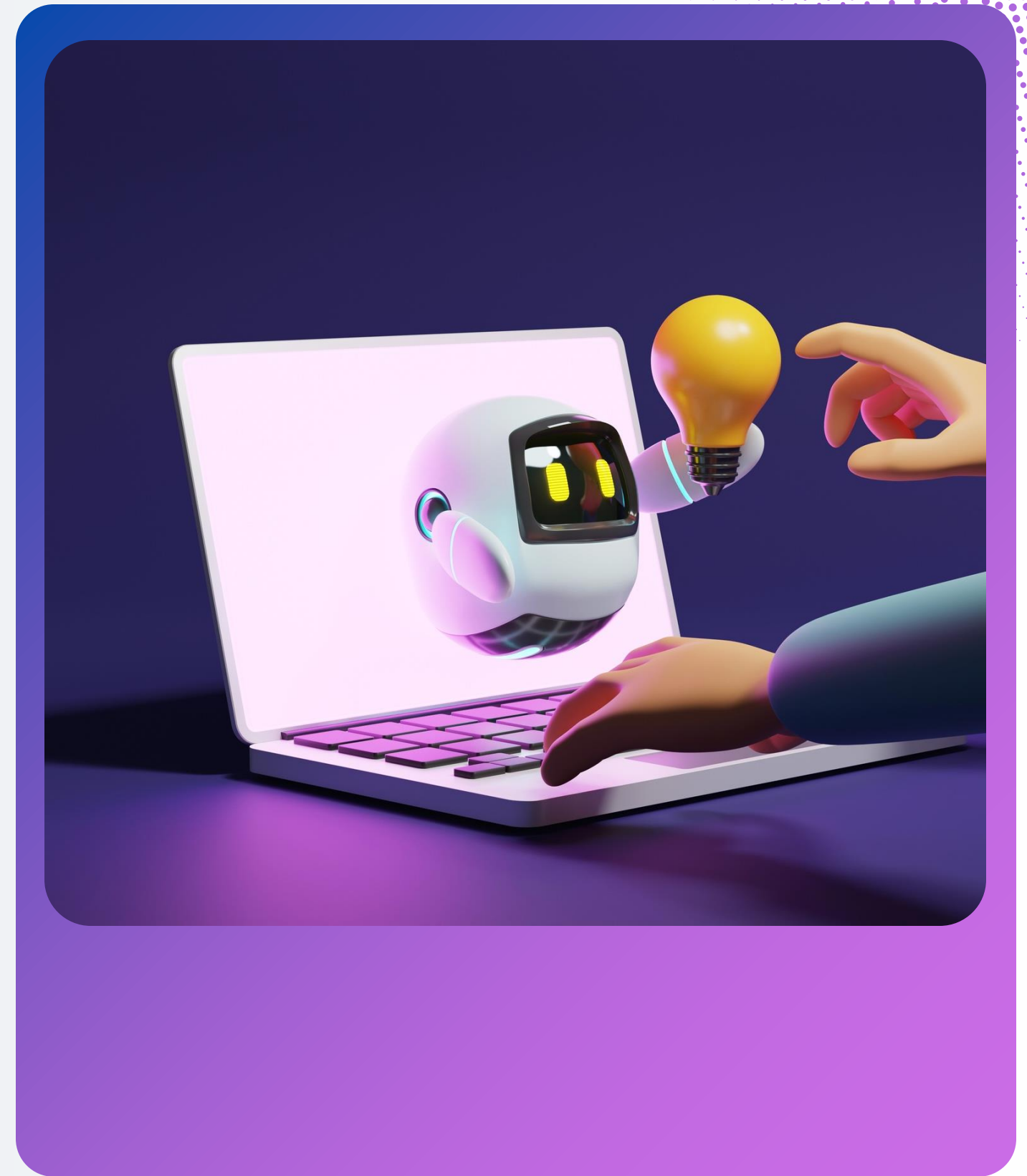
- 88% companies use AI in HR (PwC, 2024)
- 70% US HRs say AI improves quality (SHRM, 2024)
- UK AI adoption growing at 36% CAGR (Tech Nation)



KEY BENEFITS

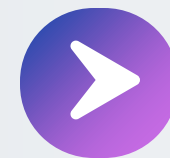
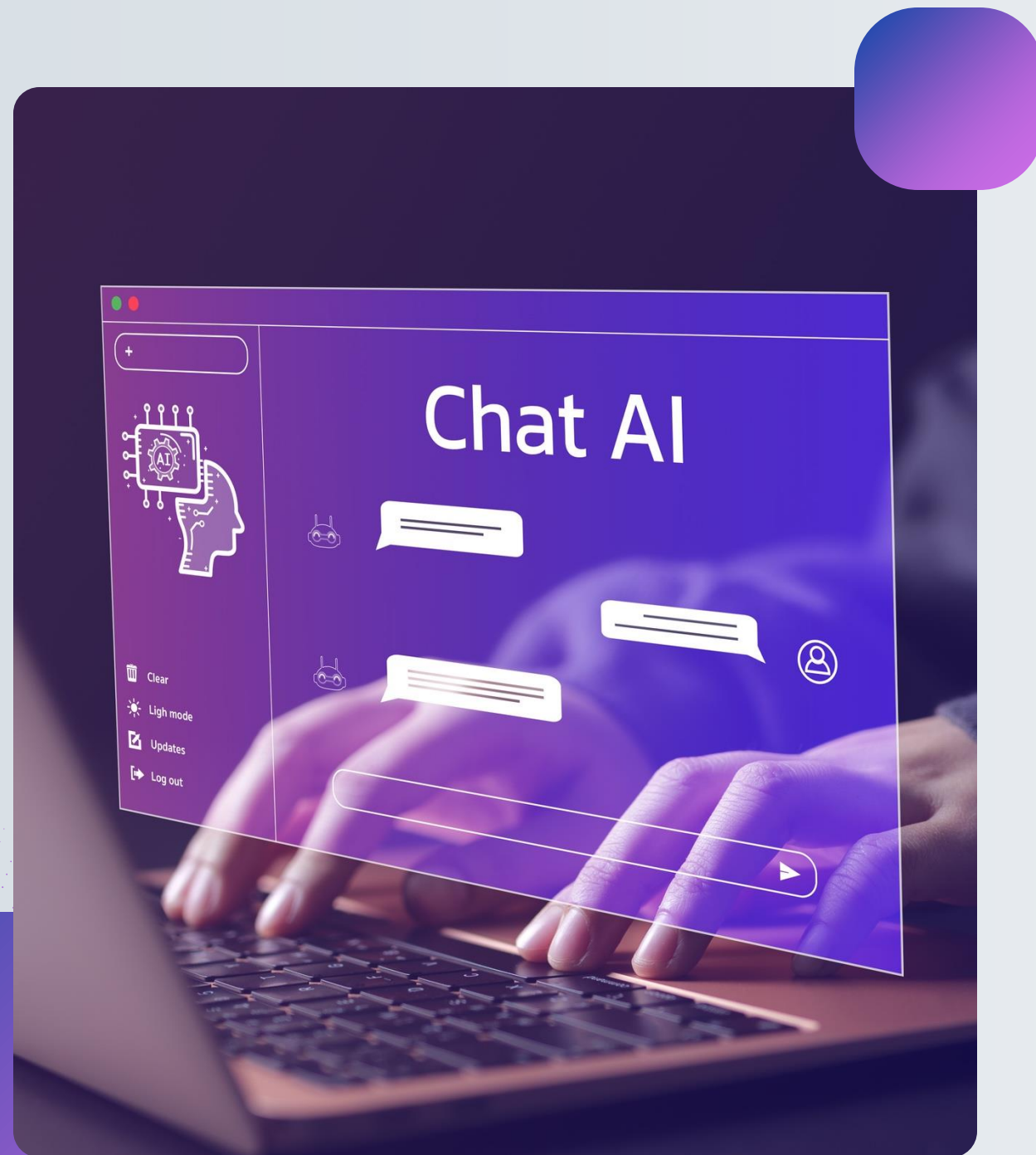
AND CHALLENGES

- Speed, scalability, quality
- Privacy, bias, depersonalisation

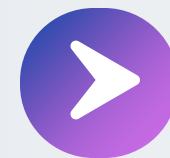


HOW AI ENHANCES

SOURCING, SCREENING, ENGAGEMENT



67% faster sourcing (LinkedIn 2024)



Tools: HireEZ, Paradox Olivia, Fetcher



Which phase of recruiting would you most like to automate?

AUTOMATING

ADMINISTRATIVE TASKS

- Recruiters spend 60% on admin
- AI saves time: Calendly AI, XOR



CANDIDATE MATCHING

& PREDICTIVE ANALYTICS

➤ Predictive hiring boosts retention 23%

➤ Tools: Pymetrics, HiredScore





Where are you in your AI adoption journey?

IDENTIFYING

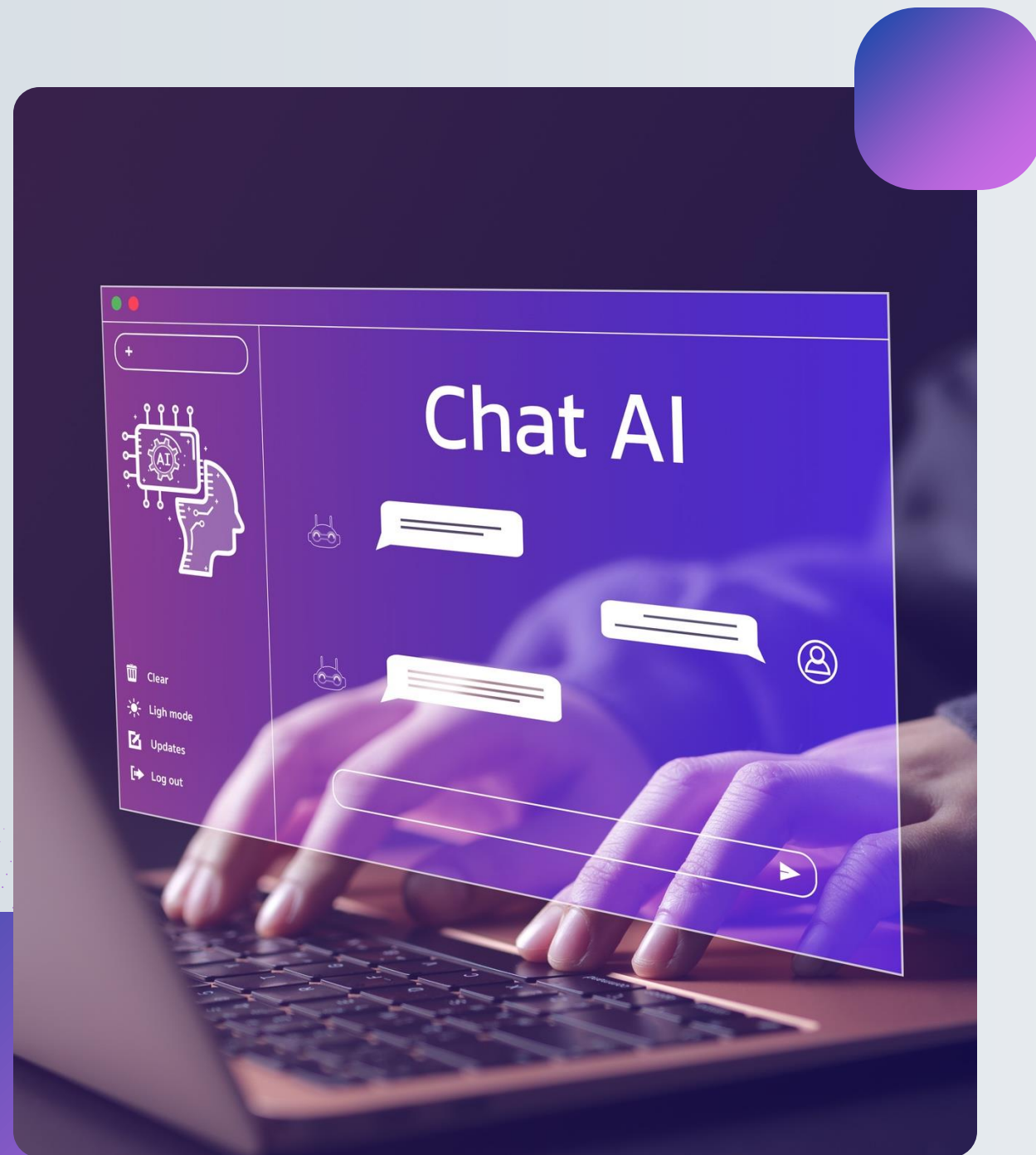
YOUR RECRUITMENT NEEDS

- Volume vs niche hiring
- Pain points: sourcing, screening



EVALUATING

AI TOOLS



Features, integrations, compliance



Ensure ATS compatibility

CASE STUDIES:

SUCCESS STORIES

- Unilever: 75% faster hiring
- Vodafone UK: 30% more diverse hires





Does your company currently audit AI recruiting tools for bias?

UNDERSTANDING BIAS

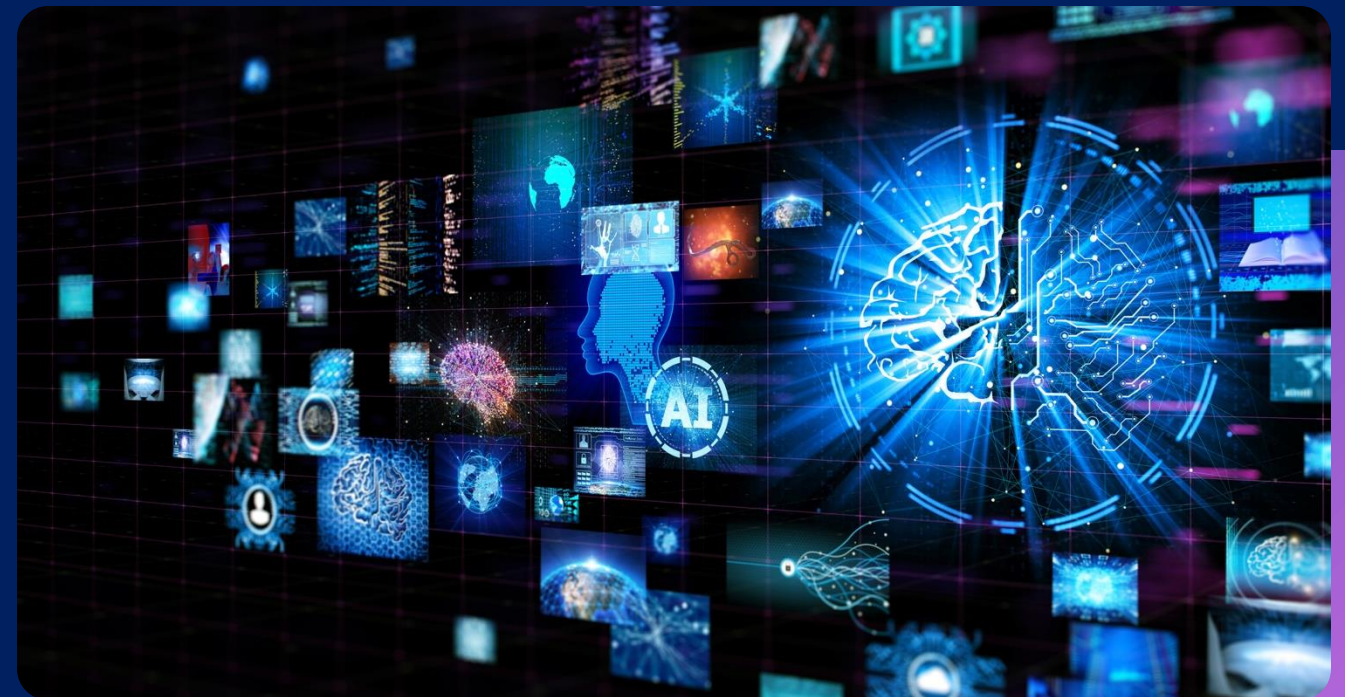
IN AI



Historic data risks



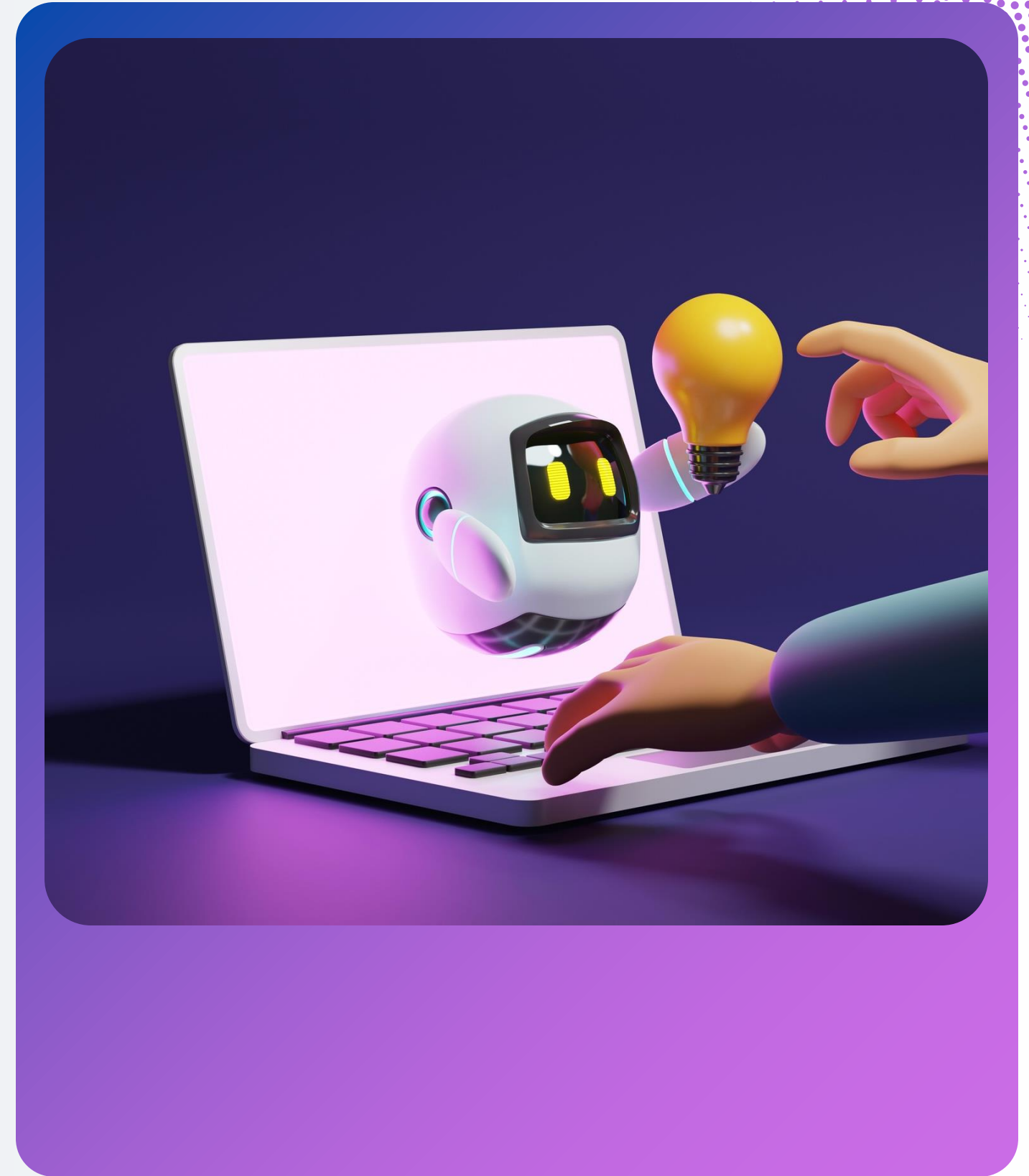
Amazon AI example (Reuters, 2018)



MITIGATING

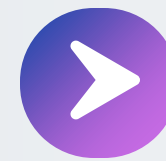
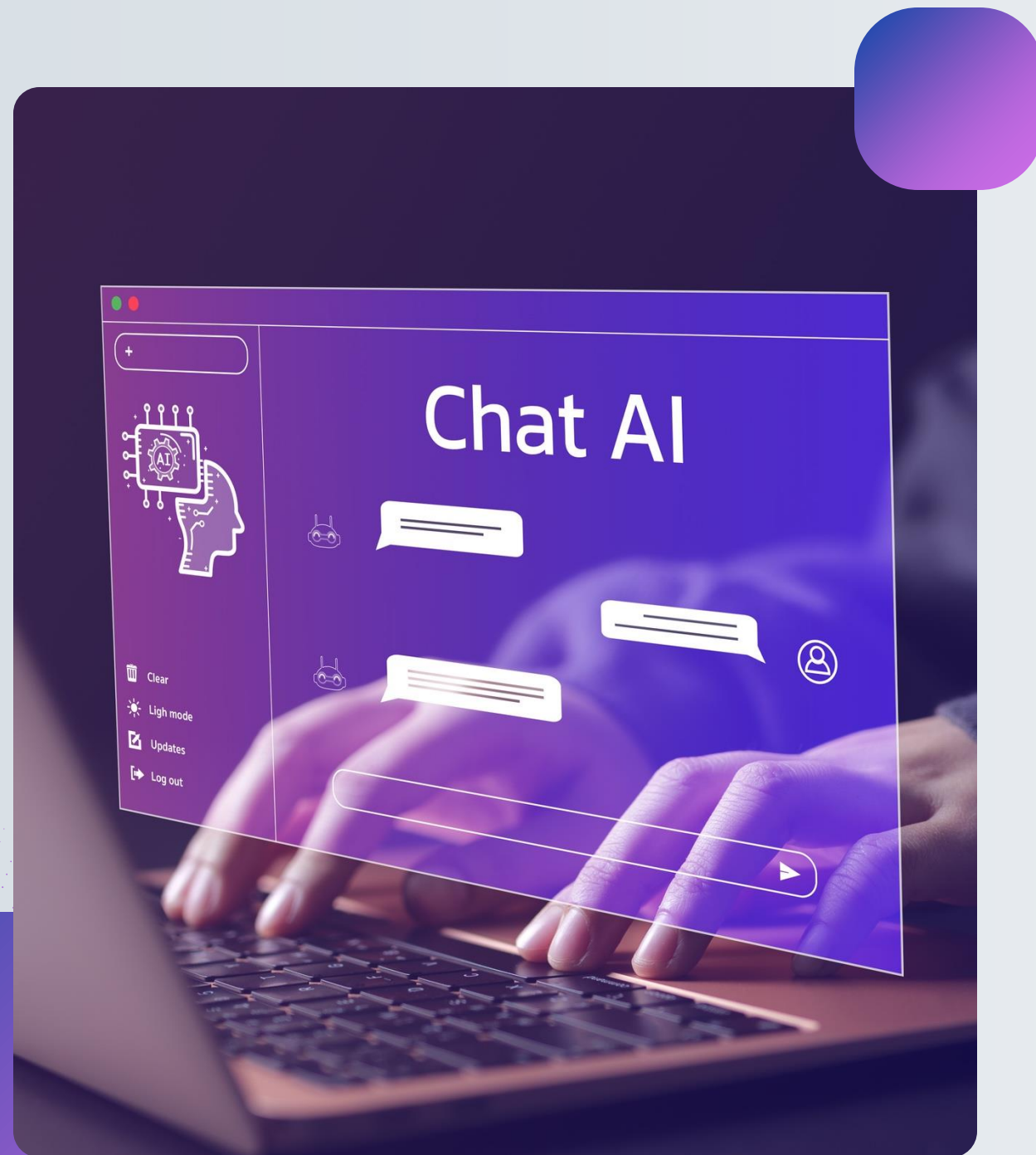
AI BIAS

- Diversify training data
- Human oversight crucial

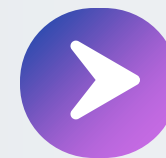


COMPLIANCE

CONSIDERATIONS



EEOC guidance (2023)



UK Equality Act

ETHICAL & LEGAL

RISKS OF AI

- Algorithmic discrimination suits
- GDPR penalties



OVER-RELIANCE

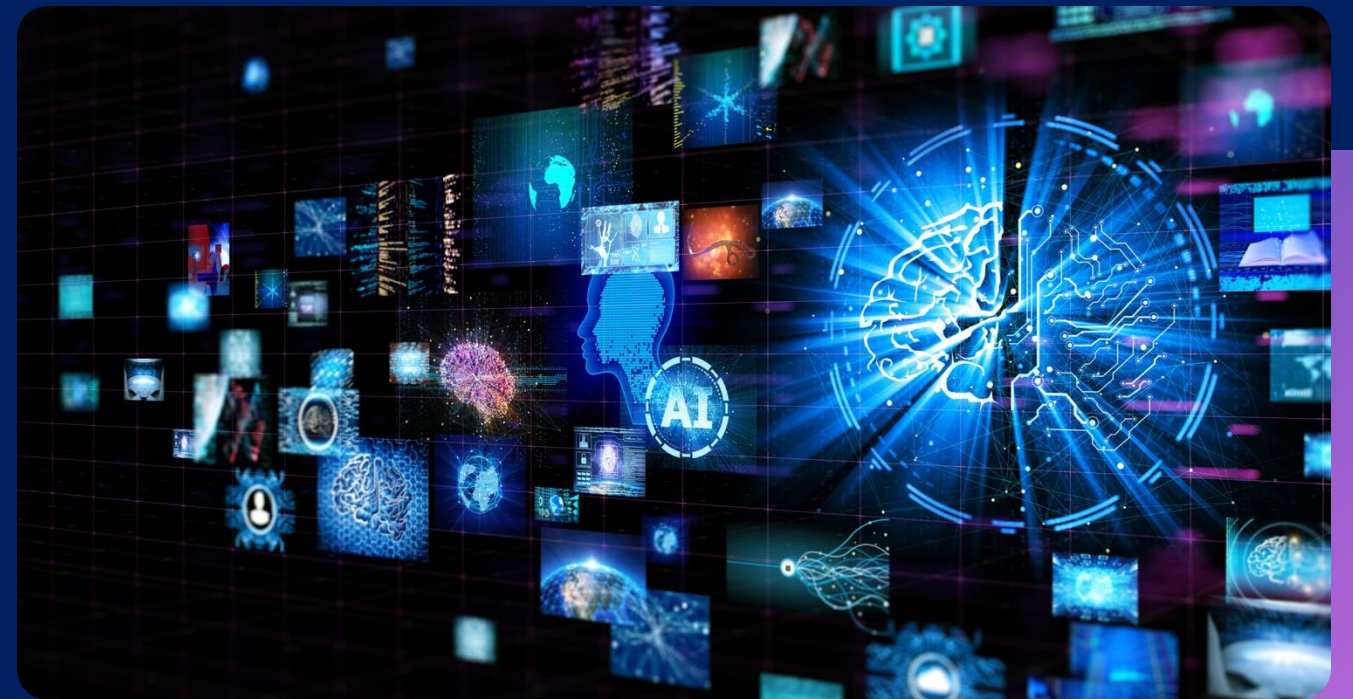
ON AI



Human review essential



Cultural fit evaluation



APPLICANTS

USING AI

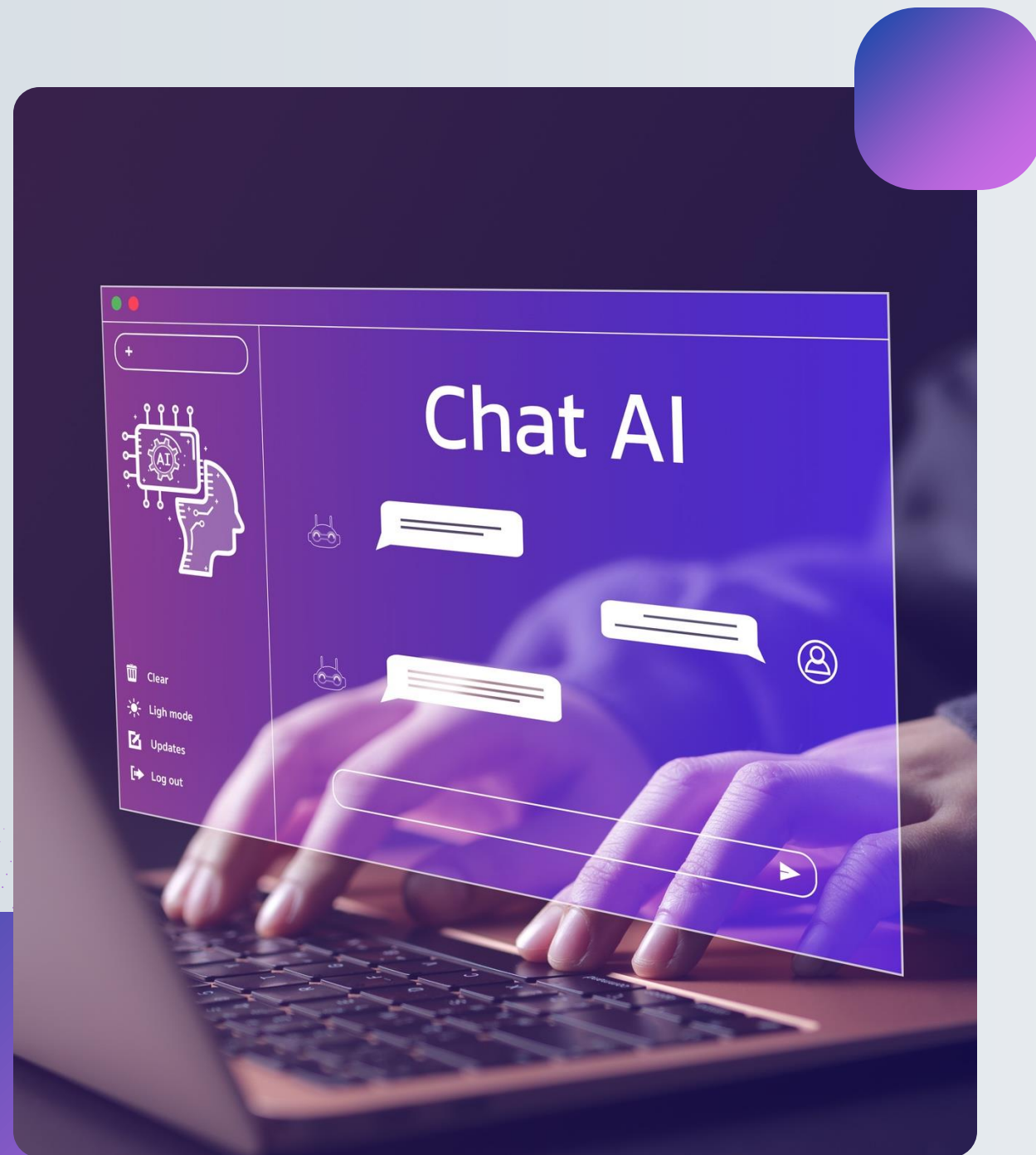
➤ 47% use AI to prep resumes

➤ 12% AI for interviews



DETECTING

AI-GENERATED APPLICATIONS



Signs: perfect grammar, vague stories



Tools: GPTZero, Copyleaks



Have you encountered AI-generated resumes or interview answers yet?

REAL-WORLD

AI MISSTEPS

- Amazon shutdown AI tool
- NYC AI Hiring Law compliance



REAL-WORLD



I've said this in Q&As and many meetings, but I want to make it official: **Duolingo is going to be AI-first.**

AI is already changing how work gets done. It's not a question of if or when. It's happening now. When there's a shift this big, the worst thing you can do is wait. In 2012, we bet on mobile. While others were focused on mobile companion apps for websites, we decided to build mobile-first because we saw it was the future. That decision helped us win the 2013 iPhone App of the Year and unlocked the organic word-of-mouth growth that followed.

Betting on mobile made all the difference. We're making a similar call now, and this time the platform shift is AI.

AI isn't just a productivity boost. It helps us get closer to our mission. To teach well, we need to create a massive amount of content, and doing that manually doesn't scale. One of the best decisions we made recently was replacing a slow, manual content creation process with one powered by AI. Without AI, it would take us decades to scale our content to more learners. We owe it to our learners to get them this content ASAP.

AI also helps us build features like Video Call that were impossible to build before. **For the first time ever, teaching as well as the best human tutors is within our reach.**

Being AI-first means we will need to rethink much of how we work. **Making minor tweaks to systems designed for humans won't get us there.** In many cases, we'll need to start from scratch. We're not going to rebuild everything overnight, and some things—like getting AI to understand our codebase—will take time. However, we can't wait until the technology is 100% perfect. We'd rather move with urgency and take occasional small hits on quality than move slowly and miss the moment.

We'll be rolling out a few constructive constraints to help guide this shift:

- We'll gradually stop using contractors to do work that AI can handle
- AI use will be part of what we look for in hiring
- AI use will be part of what we evaluate in performance reviews
- Headcount will only be given if a team cannot automate more of their work
- Most functions will have specific initiatives to fundamentally change how they work

All of this said, **Duolingo will remain a company that cares deeply about its employees.** This isn't about replacing Duos with AI. It's about removing bottlenecks so we can do more with the outstanding Duos we already have. We want you to focus on creative work and real problems, not repetitive tasks. **We're going to support you with more training, mentorship, and tooling for AI in your function.**

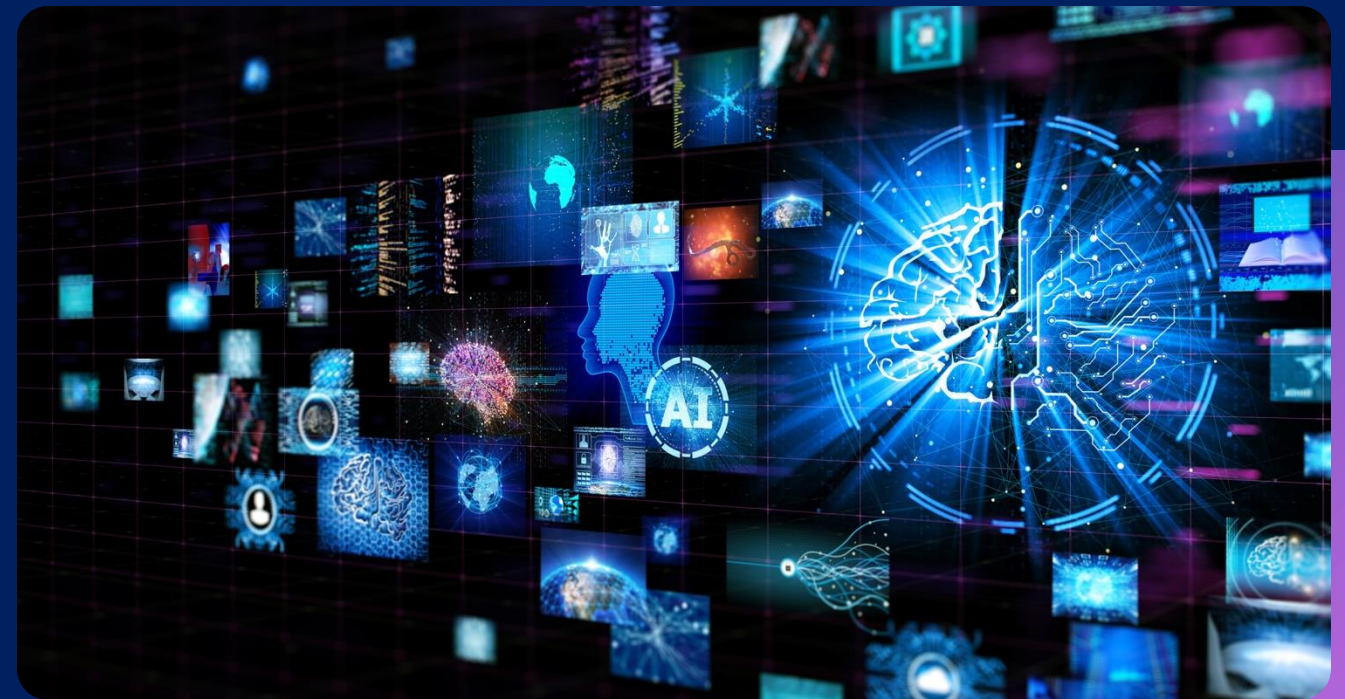
Change can be scary, but I'm confident this will be a great step for Duolingo. It will help us better deliver on our mission — and for Duos, it means staying ahead of the curve in using this technology to get things done.

--Luis

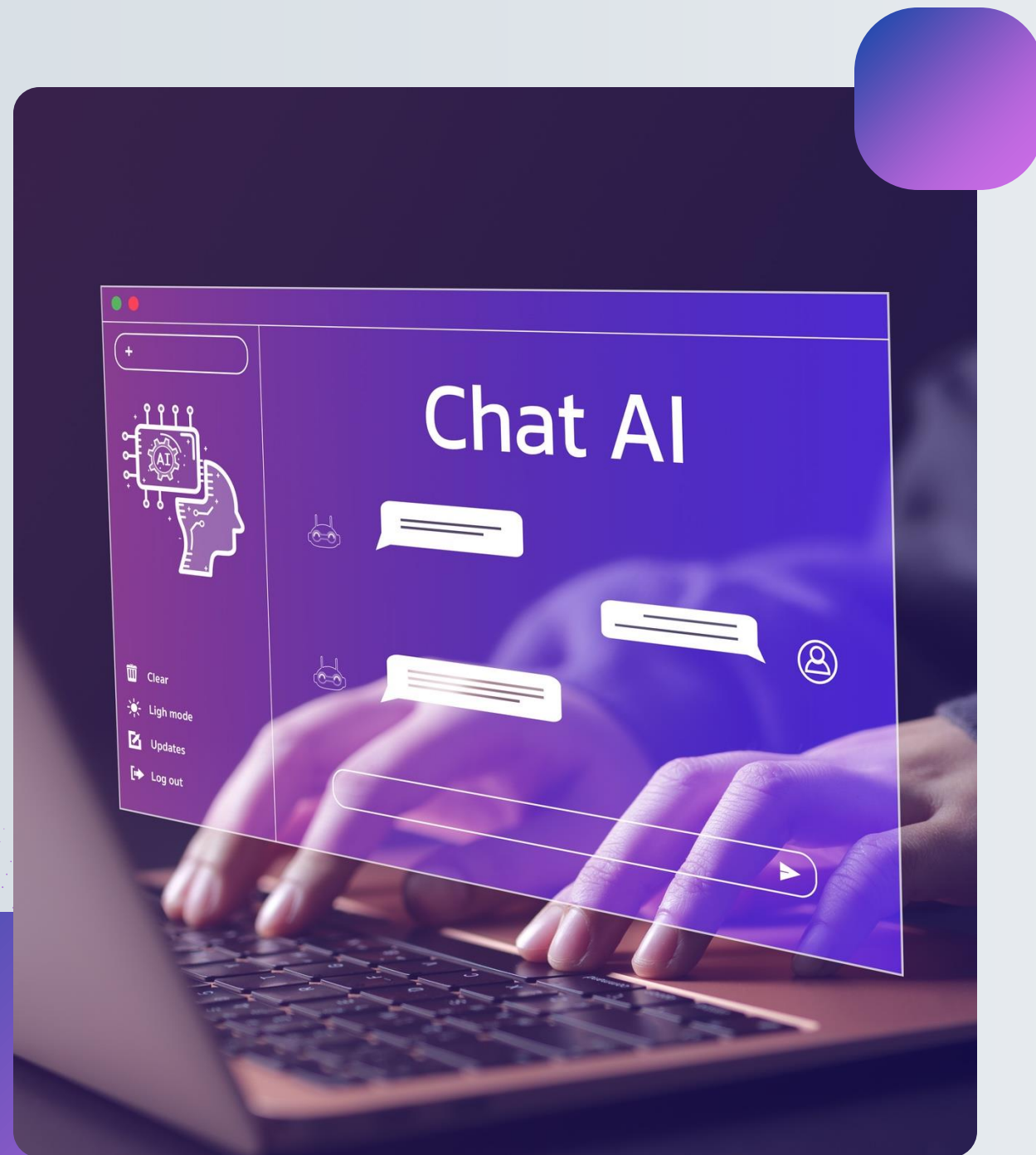
LEVERAGING

AI INSIGHTS

- Identify bottlenecks
- Track drop-off points



MEASURING EFFECTIVENESS



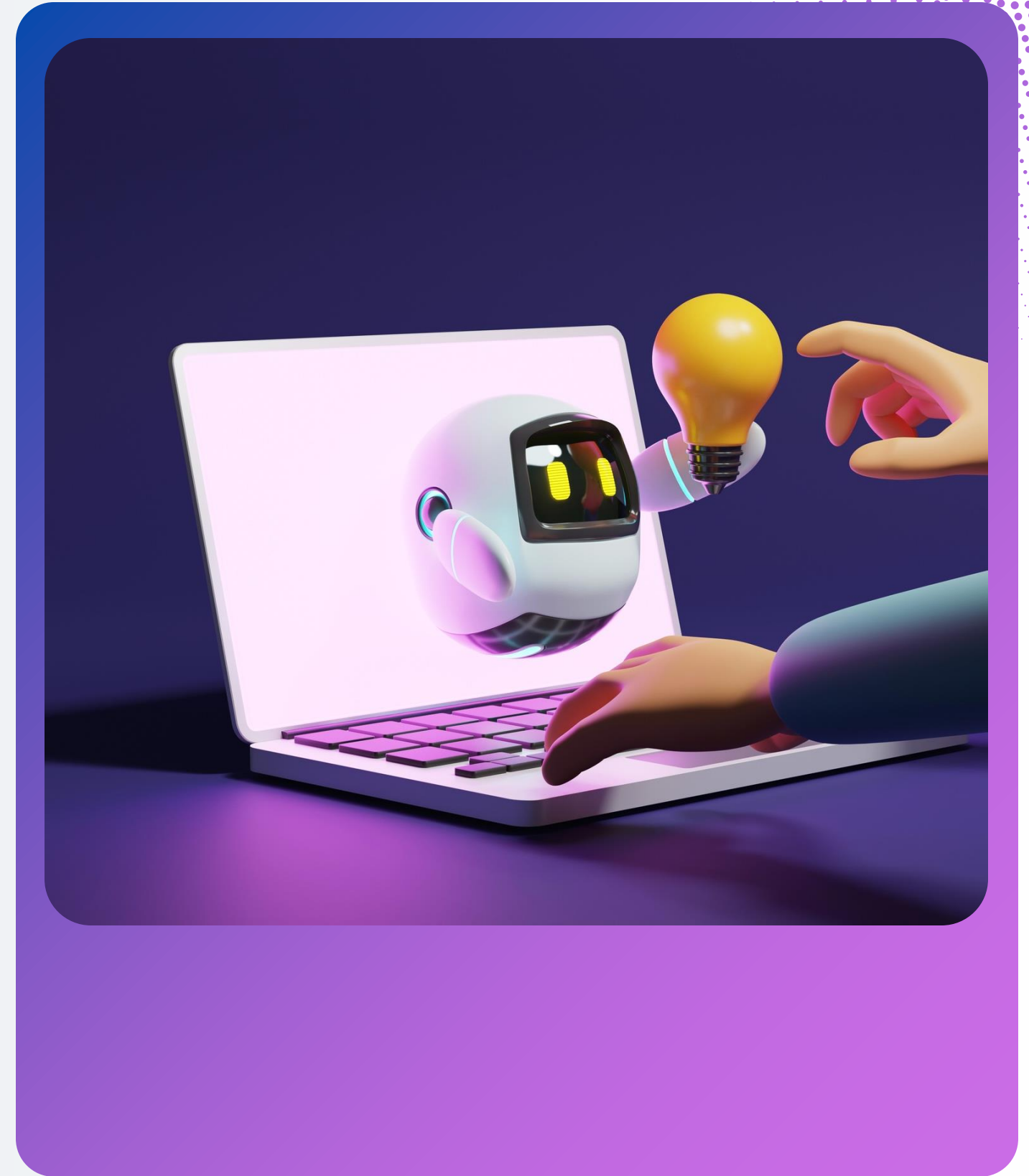
KPIs: time-to-hire, quality, diversity



Continuous review

CONTINUOUS IMPROVEMENT

- Retrain models
- Maintain human oversight

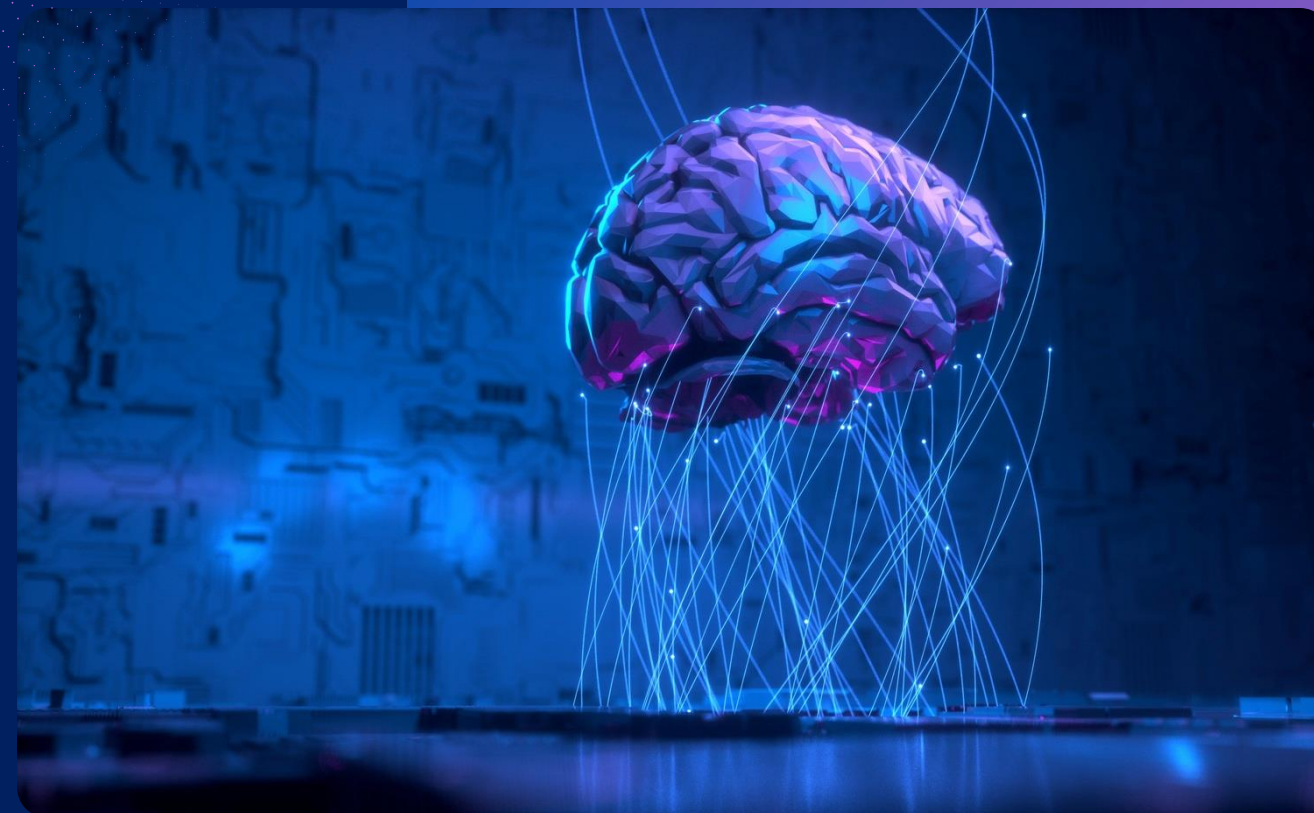




Which AI hiring metric would you most want to optimize?

KEY TAKEAWAYS

- Enhance, don't replace recruiters
- Choose tools wisely
- Keep humans in loop



RESOURCES

- EEOC AI Guidance
- CIPD AI in HR Guide
- SHRM Ethical AI Toolkit



Q&A

