



UNIVERSITY OF CALIFORNIA, SANTA BARBARA

College of Letters & Science

UCSB

Alumni Spotlight

This month's Spotlight features Craig, a former Psychology and Communication double major who is now leading an energetic band of recruiters in the mission to build the staff for one of the world's top companies.



**Craig Beveridge:
Recruiting Manager
Google**

What are you up to now, post-graduation?

I manage a team of recruiters, also titled “sourcers,” who search for top engineering talent for a variety of roles within Google. One part of my role is forecasting the number of hires we need to make throughout the next year and then think creatively about how we can meet those goals. That includes how we’ll find candidates to recruit, actively engage them, get them interested in Google, and then, hopefully, bring them on board.

The most fulfilling part of my role, however, is probably the managerial aspect where I get to be a coach and mentor. From their first day, I teach and train my team members on the nuances of being a successful recruiter. Once we’ve achieved that, my role transitions to focus-

ing on their career development. I also look for areas where team members have skills lacking and set up an action plan, either formalized trainings within Google or resources outside the company to flesh out additional skills. The best part is unearthing a blind spot—someone doesn’t really know they have—then highlighting it and giving them ample action items to get better at that skill. The goal is to help the team members understand how to grow their careers and become able to take on additional responsibilities. I work with everyone from new grads to people with upwards of ten years of experience, but ultimately all of them are learning and I get to see the tangible results of that development.

“Personally, I look for people with a bias to action, people [...] who get the ball rolling and learn as they go.”



How did you get to where you are?

I feel very fortunate that my parents were supportive of me studying whatever I wanted. I was really into industrial/organizational psychology, which is psychology of the workplace. I was studying that in my free time right out the gate. So I was declared Psychology when I arrived at UCSB. Then I started taking a few Communication classes, and realized I wanted to tack on a double major in Communication. They complemented each other well.

When I was nearing the end of senior year, it might sound a little crass, but I researched what the most lucrative careers are that don't require an advanced education. Sales was at the top of the list. So for a Comm class, I went to an event where people in different sales industries came to talk at UCSB. One person discussed recruiting—finding people with a certain skill set, a certain

niche, and matching them to a particular role. I was really intrigued by it. I thought it fit well with my personality—metrics driven but still really social, a blend of IQ and EQ type thing. I made use of my personal network and a family friend knew someone in recruiting who helped me get an interview at a staffing agency. I showed a ton of energy and curiosity throughout the interview process, which I think made me stand out. When I didn't know something, I'd ask questions about what resources could help me learn more. I was hired.

My main focus at the staffing agency was hiring construction engineers. In 2009, construction was one of the hardest hit industries in the financial crash. I ended up being let go from my very first job. It was a kick to the gut. I knew I needed to get back to work even if it wasn't the perfect job. I was at the San Francisco Examiner, helping them get online basically, when someone I'd met from my prior role as a re-

cruiter mentioned they'd gotten a job at Google. I was determined to get my foot in the door. They weren't hiring full time, they were only hiring contractors, but it was an opportunity. Every job is an opportunity for your next potential job. It was a really tough interview. They quizzed me on a lot of technical issues I had very little experience with. I didn't get the job.

But what I didn't know was that one of the interviewers was advocating for me behind the scenes. A month later, I was invited back for a second interview. I started as a contractor. In under a year, I'd transitioned to a full time individual contributor. That meant I was on the front lines finding candidates. I researched outside of work hours. I lived with the Wikipedia app, learning the vocabulary and vernacular of engineers. It was invigorating, going for something I was such a novice at. I did well and became a leader/manager, building

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out a small team. Then in late 2013, I moved out to Austin to build an even bigger team of recruiters out here.

What was the best thing you did as an undergrad to help you get to where you are?

In my freshman year, I figured I had a choice: I could split my time between classes and my dorm, or I could seek out all the resources, all the clubs, all the sports, all the programs that could help me decide what I liked, and just as good, help me decide what I didn't. So I tried to experience as much as possible, even if that meant spreading myself a little thin. Any poster that caught my eye, I made an effort to attend a meeting or an event. I went to some things twice and never again, but there were a few things that really stuck. I think that approach honed skills of talking to anyone in any situation and not being intimidated by a lack of knowledge. I showed up and told myself I could figure it out along the way and that attitude has served me well since.

For those interested in sales and recruiting, those fields want people who are ambitious, energetic, and who show perseverance. If you don't show

that you can overcome obstacles or that you have thicker skin, it's challenging to catch anyone's eye. In those roles, you're going to get more stop signs than you will green lights and someone who can relish that challenge will be more likely to succeed. Personally, I look for people who have a bias to action, who don't want to wait for the perfect answer, but get the ball rolling and learn as they go. Thinking about how you can convey that in an interview, and even more challenging, convey that on a resume, is something to keep in mind as you choose how to approach opportunities and challenges along the way.

What do you wish you had known while you were in undergrad?

I wish I'd built better relationships with my professors. When I looked into applying to grad schools, a lot of them asked for letters of recommendation from faculty. I hadn't even known my professors well enough during undergrad for them to write a meaningful letter, let alone seven years after graduating. It was one of the few avenues I didn't take advantage of. Also, I wish I'd seen projects in class and optional programs in my department for the op-

portunities they were. I was adamant about doing well in class, but not as much about going above and beyond and I wish I'd pushed myself.

What was the best thing about being a Gaucho?

UCSB keeps climbing in the rankings and I think that's in part because there are so many unique ways to get engaged. With all that's going on, you have the opportunity to prove yourself



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mation provided.

through distractions, which is valuable because distractions never end. If you can compartmentalize, put your head down when you need to, but also recognize that there's more to life than staying within the books, that leads to success beyond just a job.

Any final words of wisdom for the current Gaucho generation?

It's interesting that liberal arts degrees still have a sort of stigma of not leading to industrious careers. It's a complete fallacy. Really, your undergrad is to teach you to read and write and communicate at a strong level, which is the backbone for the vast majority of roles. Nobody can go to school for recruiting or for staffing, at least not in undergrad. Most of my colleagues studied some kind of liberal art and they were able to transfer

those skills quite easily. Unless you're going into a very specialized career, you can really study whatever you want. From my point of view, energy and engagement is essential, and you're not going to get that from a major you don't like.

Study something you're actually interested in because one, you'll get more proficient and more competent in subjects in which you have genuine interest. And two, you'll be happier, so to me, that's a no brainer. Worry about what it's going to lead to down the road. Do the same with engaging outside the classroom. The most important thing is to pursue your interests ardently. Don't just follow something that piques your interest but do it half-assed. Dive in headfirst and embrace the challenges you encounter.



Craig welcomes UCSB students to contact him via LinkedIn with questions or for advice about preparing for a career in recruiting. Those with job inquiries should check out Google's "How We Hire" page.

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