"Code4Life" – Your Code Is Worth Millions of Lives
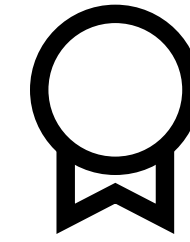
The future of medicine relies on new technologies and IT niche skills. Roche had a big challenge to source best IT talents who are able to connect IT and Biotechnology.

Code4Life Conference, Code4Life MeetUps, branded postgraduate studies, lectures at universities, new partnerships. Holistic employer branding strategy with positive internal and external impact.
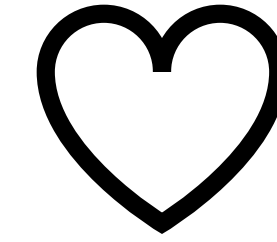
Code4Life – a coherent, consistently implemented Employer Branding strategy that focuses on 3 main values: Culture, Purpose and Innovation.
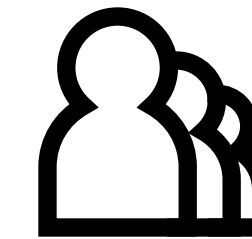
CODE4LIFE EVENTS

800+ participants

Ignite curiosity of candidates around Personalised Healthcare

INCREASED ENGAGEMENT

Engagement +31%
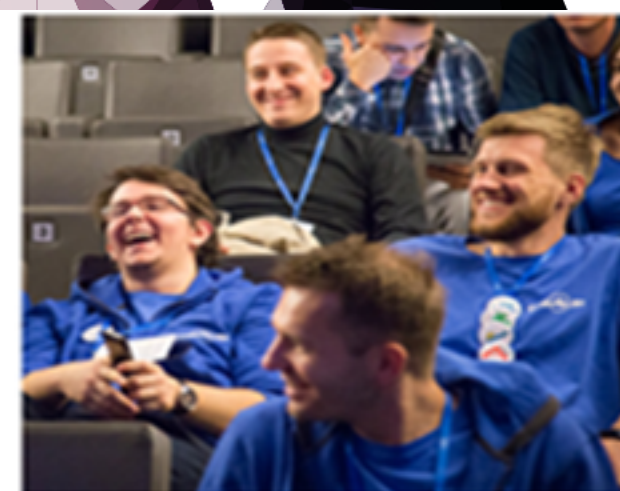
Employee Engagement boost +31%

INTERNAL AMBASSADORS

61 Ambassadors

61 Employees actively building Employer Brand

The Team

Code4Life