



Human Capital Management Ibm

Patrick Vollmar



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IBM'S Global Talent Management Strategy John W. Boudreau, 2010 In early 2003 Randy MacDonald the senior vice president of human resources for IBM Corporation was reviewing his recent meeting with Sam Palmisano the CEO of IBM Sam and Randy discussed IBM s strategic view of the evolution of global markets IBM s strategic position as a leader in global transformation and the evolving needs of IBM s clients Sam coined the phrase Globally Integrated Enterprise GIE to describe what he had in mind He foresaw that IBM s clients would increasingly be moving toward a GIE and that IBM needed to get ahead of that trend This had implications for every aspect of IBM including significant implications for IBM s supply chain IT systems strategy marketing and services development and deployment Underlying all of these implications were significant challenges for IBM s human capital and its approach to human resource management This three part case examines the strategic issues and the solutions IBM examined and implemented to meet the changing nature of their business and client needs

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