

MBO, HBO & Talentmark: Stronger Together

How public and private
partnerships can boost students'
careers



How Talentmark supports young talent in their first steps toward a career in Life Sciences companies //

The Life Sciences sector is facing an increasingly severe talent shortage. The demand for specialists is growing, while the number of students enrolling in relevant programs is declining. In the past ten years, the number of technical MBO students has decreased by 30%. This not only means that the talent pool is shrinking, but also that competition for talent is fiercer than ever.

Meanwhile, young professionals are changing the way they make career decisions. Students no longer wait until graduation to explore the job market. Around 80% of students ultimately choose an employer they got to know before graduating. Companies that only appear on students' radar after graduation missing out - many have already been in touch with employers, and some even have signed contracts.

So the question is: how do you make sure your company is the first to connect with scarce Life Sciences talent? And how can Talentmark help?



Early talent engagement at MBO and HBO institutions: the key to success in Life Sciences //

Where many recruitment firms only get involved once students have graduated, Talentmark takes a different approach. We connect with students from their first year and support them throughout their studies. This allows us to follow their development closely and gain a clear understanding of their ambitions, skills and potential.

At Talentmark, we believe subject matter expertise is not only part of the equation. We also focus on helping students build self-confidence. Through personal guidance and targeted training, we ensure students graduate with the right mindset: confident, aware of their strengths, and ready to bring value to their future employers.

To achieve this, we actively support students in their professional and personal development. This is critical, as young professionals are not only looking for a job, but also for a workplace where they can grow and feel they belong. A strong cultural fit plays a major role here. Talentmark prepares students for this by helping them understand what they need from a work environment and how to recognize it.

We work closely with institutions like Hogeschool Leiden, ROC Nederland, and mboRijnland. We help students build strong LinkedIn profiles, offer CV-writing workshops, and teach them how to effectively present their strengths and ambitions in job interviews.

As a result, students better understand what type of work environment suits them and how to prepare it. At the same time, companies benefit from candidates who not only meet the job requirements but also align with their culture and vision.

We also organize several networking events throughout the year, including 'meet the companies' - an event where businesses can introduce themselves directly to students. Since most students choose employers, they connect with during their studies, early engagement offers a significant competitive advantage. Rather than competing at the point of graduation, companies build relationships early - strengthening their position in the battle for talent.



The business benefits: why work with Talentmark? //

1. **Faster hiring of the right people**

Recruiting independently can be time-consuming and uncertain. On average, it takes 42 days to fill a vacancy, with each unfilled role costing a company approximately €500 per day in lost productivity.

This isn't the case for companies working with Talentmark. We already know who is ready to enter the workforce and where they will thrive - before they graduate. Companies don't need to wait for applications - they gain immediate access to a carefully curated pool of professionals.

What does this mean for your business?

- No time wasted on lengthy recruitment processes;
- Fully staffed teams, without gaps;
- Ready-to-work candidates - no extra training required.

2. **Lower turnover and stronger teams**

Hiring the wrong person can seriously disrupt a team stability. About 46% of new hires leave within 18 months if the job doesn't meet their expectations. Replacing them costs an average of 33% of their annual salary.

Talentmark helps prevent this by guiding students during their studies and matching them with companies where they truly fit. We know their preferences, ambitions, and strengths - helping you build stable teams with committed employees.

What does this mean for your business?

- Less turnover, more team cohesion;
- Reduced costs and time spent on onboarding new staff;
- Employees who are loyal and engaged.



3. **Faster hiring of the right people**

The Life Sciences sector is evolving rapidly, and companies can't afford to slow down. Still, many struggle with consistent access to new talent. Waiting for applications is unreliable and often means missing top candidates.

Because we stay in close contact with students, we always know who is graduating and becoming available. We ensure a steady flow of talent, year after year. Companies are no longer reliant on chance - they have a strategic talent partner who always delivers the right people.

What does this mean for your business?

- Constant access to a pipeline of young professionals;
- No stress over finding talent - we manage the match;
- A flexible recruitment process tailored to your needs.

In a competitive job market, early talent engagement makes all the difference. At Talentmark, we believe in the power of long-term relationships: we build trust, development, and visibility from the very first year of study. Through close collaborations with vocational (MBO) and applied sciences (HBO) schools, we create opportunities not only for students - but also for companies looking for motivated, well-matched talent.

Our approach leads to faster vacancy fulfilment, stronger teams, and a steady pipeline of professionals ready to make an impact in Life Sciences. In doing so, we connect student ambitions with organizational goals.

