



Aktana uses learning to lead AI for life sciences.

Challenge: Steep learning curve and a need to keep refining industry and AI knowledge

- Aktana had many new hires who brought their own expertise to the company but still needed to learn Aktana’s products and value proposition.
- Without sufficient training resources, Aktana didn’t want to overburden current employees. They needed the ability to host all training in one place and create their own learning content.
- Leaders wanted a way for employees to develop relevant skills and have opportunities for career progression and growth.

Solution: Tailored, unique content and skills-based learning

- With **LinkedIn Learning Hub**, Aktana used campaigns to bring employees’ attention to key learning priorities, like product launches and industry advancements — recommending relevant content to specific learners.
- They created custom learning paths and learning collections to quickly train employees and build skills. This included content for their Leading People program and paths for making lateral moves across departments, which helped with employee engagement.
- By embracing a culture of continuous learning, Aktana stayed ahead of the competition and maintained their leadership position in the industry.

Software Development | 0–500 employees

Goal 1: Custom, relevant content

Goal 2: Career mobility



LinkedIn Learning Hub informs our entire learning and development strategy. It’s helped us overall to grow our organization by having timely and accurate information available in one place.”

Victoria Fozard Director of Training and Enablement, Aktana



Employee engagement

Over a 90-day period, employees watched 2,105 development videos over 226 hours.

Rapid training

Employees got up to speed quickly on critical information and gained confidence in AI skills.

Career mobility

Aktana saw an increase in lateral and upward moves as employees followed career paths.



Reach