A look inside Beamery Elevate 2025:
Beamery's vision for work reimagined

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By: Edyta Prazuch and Tara Cooper

Against the backdrop of countless headlines around how AI will change work as we know it, Beamery hosted their Elevate event to address the shifting landscape. Set in their London headquarters, the experience brought together industry analysts and key customers for an intimate look at what the future holds for Beamery's technology, and the workplace itself.

Learn more

Introduction

Today's workplace is being reshaped by powerful advances in AI, ushering in a time where intelligent systems don't just assist but actively collaborate with people. Agentic AI — AI that can act autonomously without direct human instruction — is at the forefront of this disruption, pushing organizations to think strategically how to leverage it for transformative gains.

As workforce strategies shift to support the need for greater agility and productivity, organizations face the challenge of finding the right balance between human skills and AI capabilities.

With these challenges top of mind, Beamery's Elevate event showcased a clear commitment to human+machine teaming, skills intelligence and agentic AI innovation. Going beyond the obvious focus on skills, Beamery instead shone a light on a more important question: **what should the role of humans be in an AI-powered world?**
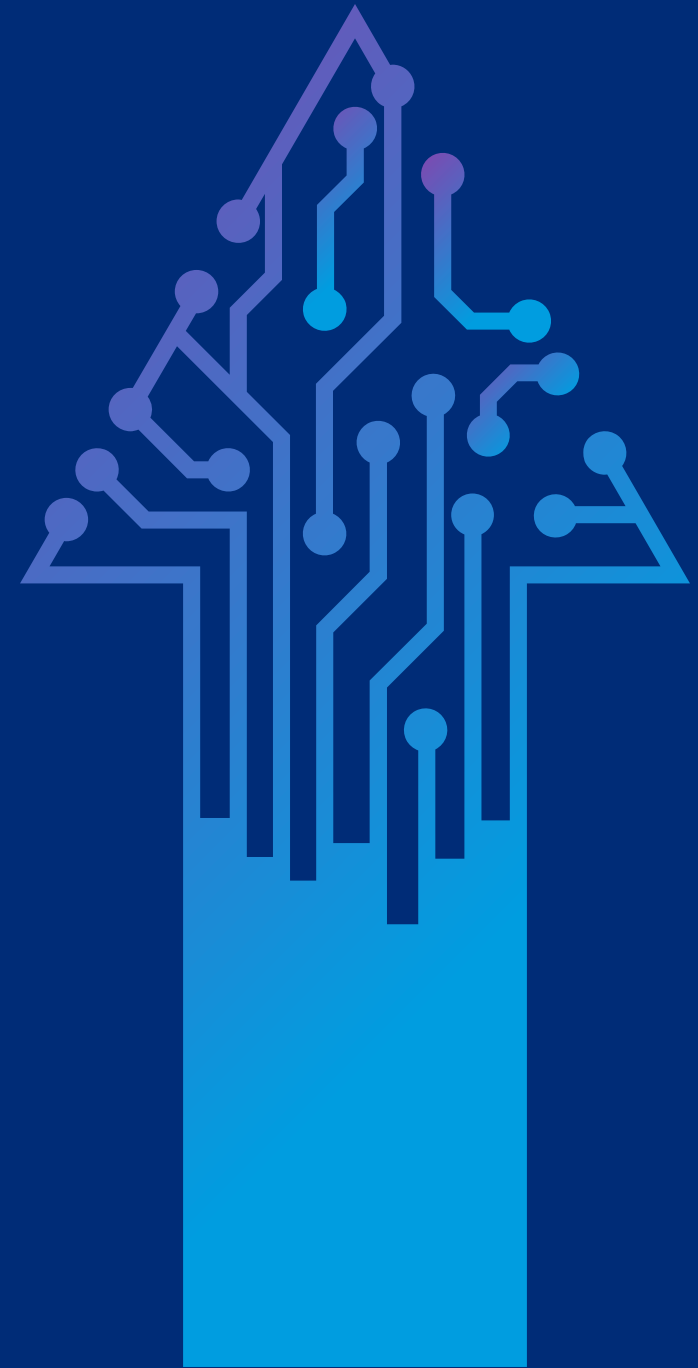
Beamery's talent management pivot

Beamery remains a leading talent CRM solution, but its team is increasingly positioning it as a broader, **skills-driven talent management platform**. This shift is evident in its expanding capabilities beyond sourcing and engagement. By providing the skills and task intelligence Beamery enables better career pathing, internal mobility, talent marketplaces, contingent workforce management, and strategic workforce planning— reflecting a move toward supporting the full talent lifecycle, not just acquisition.

The recent launch of **Ray, Beamery's AI agent**, highlights this direction. Ray helps recruiters source internally and externally, learn from hiring patterns, suggest nurturing actions, and optimize campaigns. It's designed to augment TA teams and encourage them to rethink their roles in an AI-augmented world.

However, Beamery's potential as an enterprise-wide solution **depends on clients breaking down silos between talent acquisition, internal mobility, and development**. While the platform supports a holistic talent strategy, many organizations still treat these areas as separate, limiting ROI and agility. To unlock Beamery's full value, organizations must view talent management as an integrated, continuous journey rather than isolated functions.

From skills to tasks:
Beamery's play to redesign work

At Elevate, Beamery's work design innovation stood out as the most forward-looking development—shifting the focus from managing talent to reimagining the very structure of work. While skills have long been central to talent platforms and personalized experiences, Beamery challenges the idea that skills alone are enough. They argue that skills describe what people can do, but don't define the work itself.

Now, Beamery is moving beyond skills to focus on tasks—the building blocks of jobs that combine multiple skills and can be analyzed for automation, augmentation, or reassignment. This new Work Design feature isn't aimed at recruiters but at central job architecture and organizational effectiveness teams. It helps identify roles in flux, surfaces new skill needs via Ray, and allows for human oversight before updating job structures. Ray also uses recruiter actions to inform these recommendations, tailoring itself to each organization.

Beamery claims it can infer proficiency based on experience patterns and task clusters—an ambitious step toward enabling dynamic workforce planning. While many have claimed to achieve this, few have proven it. As the functionality matures and is adopted by clients, the results will speak for themselves.

Introducing Ray: Beamery's Agentic AI

At Elevate, Beamery introduced Ray, the AI agent designed to support enterprise workforce transformation. It acts as a central intelligence layer that combines skills, task intelligence and talent market insights to enable better decision-making and action. Ray combines task-level intelligence with each organization's unique supply and demand of talent, enabling smarter decisions about who to hire, develop, or redeploy based on the work that needs to get done.

Built on Beamery's Data Platform, Ray leverages Beamery's proprietary Knowledge Graph and AI models, in combination with GPT models from OpenAI, to extract structured data, apply advanced reasoning, and reintegrate insights into the user experience. In doing so, Ray marks a significant step toward positioning AI as a strategic partner in workforce planning and design.

However, as with any AI, risks around misuse and critical thinking remain. Ray addresses this with a clear audit trail of its reasoning, but ultimately, it's up to business leaders to foster a culture of questioning, accountability, and ethical decision-making to ensure AI supports human-led, informed choices.

Augmentation, adoption, and the real work ahead

Beamery Elevate made it clear: the company isn't just improving its product, it's driving toward a vision where AI becomes a true augmentation tool. This isn't limited to Talent Acquisition; it extends to broader HR and workforce teams. With capabilities like Ray and the expansion into work design, Beamery is laying the foundation for more strategic, data-driven, and agile talent practices.

The biggest barrier to realizing Beamery's vision won't be the technology itself. It will be whether HR functions are ready to fundamentally rethink how work is structured, how talent is managed, and how technology is integrated across historically siloed domains.

Elevate left no doubt: the technology is advancing quickly – but the pace of adoption will depend on the willingness to lead real change.

Our advice

To Beamery:

Elevate made it clear: you're not just enhancing a top-tier talent CRM, you're building a platform that truly augments how organizations design, engage, and manage talent. With innovations like Ray, work design, and expanded capabilities in mobility, development, and contingent workforce, you're positioning yourselves as the backbone of a modern, skills-driven enterprise.

To realize this vision, you'll need to go beyond product leadership. Your clients are on a transformation journey, often struggling with the mindset and structural changes needed to break down talent silos and adopt agile, cross-functional ways of working. Here, you can step in as a true transformation partner. Engage with senior stakeholders beyond TA. Help clients reimagine their operating models and demonstrate what a digital mindset looks like in practice. Your platform's potential is clear, but its impact depends on how effectively you help organizations unlock it.

While hearing client testimonials at Elevate was valuable, more time with the product is essential. There's a strong appetite for deeper discovery—detailed walkthroughs, clear workflows, and insights into how your capabilities fit within the broader HR tech ecosystem. Beamery's story is compelling, now it's time to showcase its full depth.

To Talent and Business Leaders:

The real work is organizational. While Beamery's product is evolving quickly, the critical reflection for HR and business leaders is this: technology will not be the limiting factor, organizational readiness will.

Throughout the day, in conversations between analysts and client leaders, the recurring theme was not capability, but change. Many of the buyers were leaders of a single function, with broader HR teams still structured in silos, making it difficult to think holistically about talent.

To truly unlock the value of tools like Beamery, organizations must break down barriers between acquisition, development, mobility, and workforce planning. That requires mindset shifts, new operating models, and the courage to redesign roles, processes, and priorities. Leaders must be ready to engage with AI critically, build a culture of questioning, and align technology with real business problems, not treat it as a shiny overlay.

The opportunity is real – but it demands action from HR as a strategic architect, not just a functional operator.