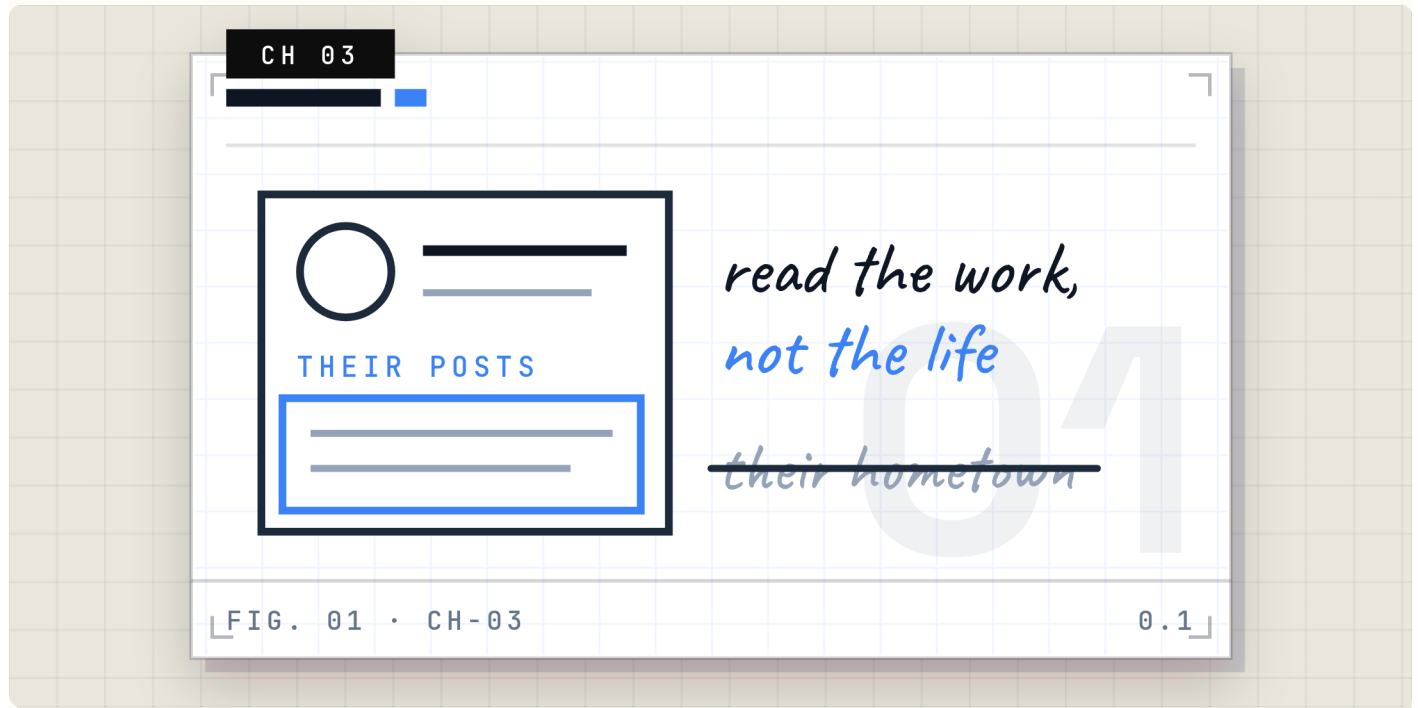


How do I research my interviewer on LinkedIn without looking creepy?

By **Chris Baldwin** · Founder, Baldwin Blueprint · Updated July 2026



SHORT ANSWER

Map your interviewer by looking for their past team members, their personal posting style, and the specific metrics they brag about in their profile. Avoid superficial flattery. Instead, use their career history to predict the exact problems they are currently hiring you to solve.

You are staring at a calendar invite with three names you do not recognize, and your stomach is dropping. I know that anxiety, but those names are actually your cheat code if you know how to read their digital footprints. Let us talk about how to use LinkedIn to build a tactical map of the room before you walk in.

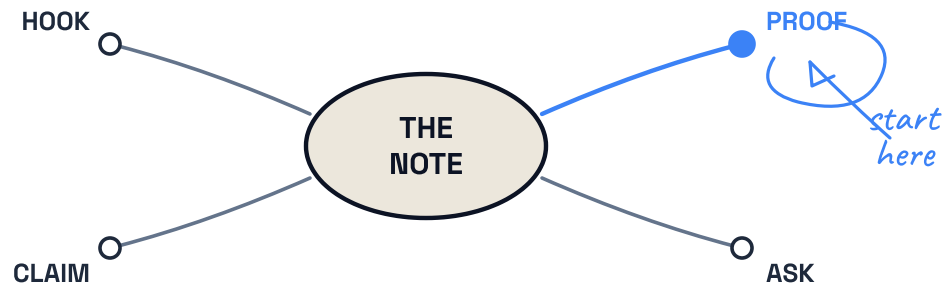


FIG. 02 One central idea with four short branches, an at a glance map of how a sheet is built. The proof branch is the one to start from.

§ 01

What should I look for first on their profile?

Look for the specific metrics and project names your interviewer lists in their current and past roles. These details show you exactly what achievements they value and how they measure success. Do not just skim their job titles, read their bullet points to find their personal playbook.

I start by looking at their transition history. Did they get promoted quickly at their last gig? If they did, they likely value speed and self-direction. If they transitioned from a legacy giant to this startup, they are probably tired of corporate bureaucracy and want someone who can build from scratch.

Look at their featured section. If they shared a post about a failed deal or a hard lesson, they value vulnerability and resilience. Use this. You can reference a similar lesson in your own past without sounding like a suck-up.

§ 02

How do I use their past companies to my advantage?

Examine where your interviewer worked before their current role to understand their cultural baseline and expectations. A hiring manager from a highly structured

corporate background will expect a different sales methodology than one who has only worked at early stage startups.

If your interviewer spent five years at a company known for intense sales training, they will expect you to know your pipeline math cold. They will want to hear about your discovery process, not just your closing numbers.

If they came from a chaotic, unstructured environment, they are likely drowning in execution details. They need an account executive who can self-manage. In this case, your 30/60/90 day plan should highlight how you organize your own territory without needing hand-holding.

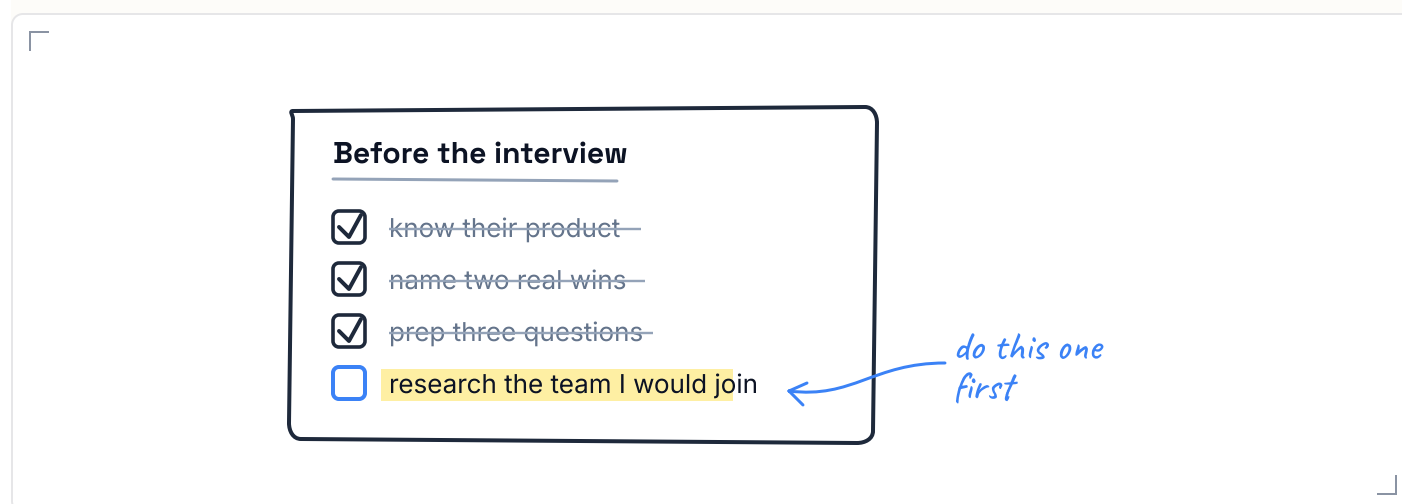


FIG. 03 My real prep note has three things done and one still open, with the company research highlighted, because it is the item that actually changes the conversation.

Build this for your role.

Paste a real posting, get the 12 page plan. First draft free.

Start free

§ 03

Should I leave my profile viewing public or go private?

Leave your profile viewing settings public so the interviewer sees that you are actively researching them. In sales, preparation is a core competency, not a secret to be hidden. Let them see your name and know you are already preparing for the meeting.

I hear this question constantly from nervous candidates. They worry they will look desperate or invasive. That is wrong.

When a sales candidate views my profile before an interview, I see someone who treats a job interview like a high-value discovery call. It shows you do your homework. The only caveat is timing. Do not browse their profile ten times in one day. Do a deep dive once, take your notes, and move on.

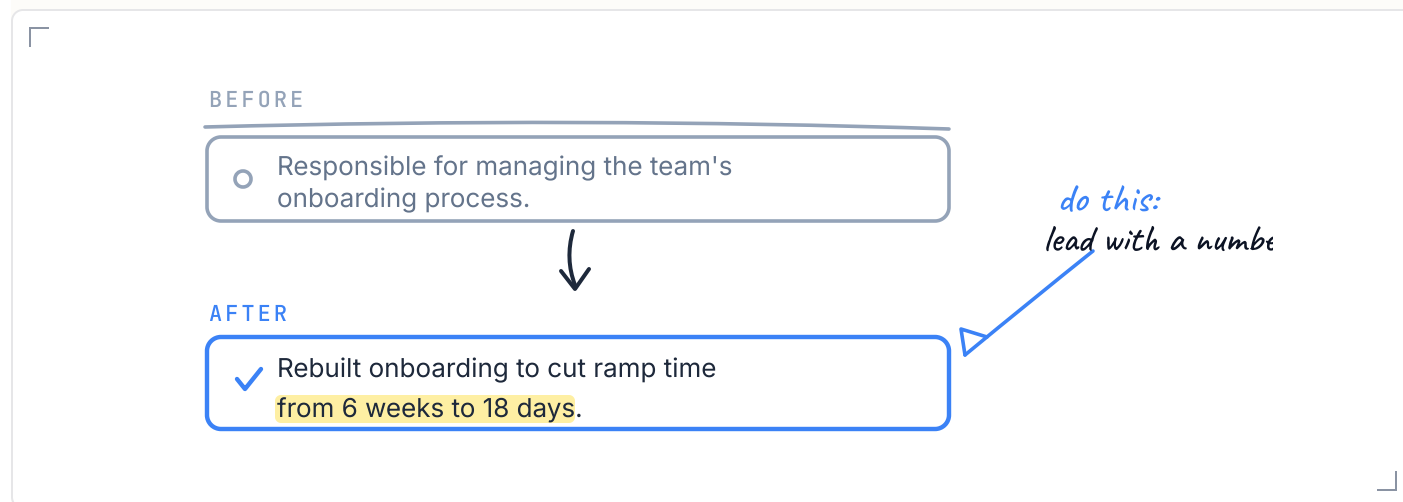


FIG. 04 A weak bullet states a duty, a strong one proves an outcome with a number. So rewrite every line to lead with the result.

§ 04

How do I bring up my research without sounding creepy?

Connect your research to a business challenge rather than their personal life or hobbies. Frame your knowledge around their professional journey, such as a transition they made or a specific sales methodology they implemented at a previous company to show your business acumen.

Never say, I saw on LinkedIn that you like hiking. That is awkward. Instead, say something like, I noticed you managed the transition from transactional sales to enterprise deals at your last company. How much of that playbook are you applying to the current team?

This shows you respect their expertise. It moves the conversation from an interrogation to a peer-to-peer business discussion. You are asking about their strategy, not stalking their personal life.

What if their LinkedIn profile is completely empty?

Accept that some hiring managers do not use social media and look for alternative footprints instead. If their profile is a ghost town, do not panic or force a connection. Switch your research to their company's recent press releases, product updates, or public financial discussions.

Most prep advice tells you to find a hook no matter what. That is bad advice because some people simply do not care about building a personal brand online.

If their profile is blank, do not try to read the tea leaves. Focus on the actual job posting. That posting is a list of the manager's current pain points. When we build the Baldwin Blueprint, we use the posting itself as the ultimate source of truth because it represents the active fires they need you to put out.

WORKED EXAMPLE • STAR ANSWER

BEFORE

I saw on your LinkedIn that you used to work at Oracle, so I know you probably like structured sales processes. I also like structure.

AFTER

I noticed you spent three years at Oracle before joining this startup. Having transitioned from a structured corporate environment myself, I wanted to ask how you have adapted their enterprise sales methodology to fit a faster, leaner team here.

What most people do	What actually works
Hiding their profile views in private mode	Leaving views public to show proactive preparation
Stalking personal hobbies to find awkward common ground	Analyzing career history to identify professional pain points
Skimming job titles and ignoring the bullet points	Reading past achievements to understand their personal playbook
Focusing only on the hiring manager	Mapping the whole panel to understand different team perspectives

The takeaways

- 01 Keep your profile views public to show proactive preparation.
- 02 Analyze past career transitions to predict their management style.
- 03 Connect your research to business goals, never personal hobbies.
- 04 Use the job posting to fill gaps when profiles are empty.

Questions people ask

Should I send a connection request before the interview?

No, do not send a connection request before you meet. It can feel presumptuous and puts unnecessary pressure on the interviewer. Instead, view their profile publicly to show your interest, then send a personalized connection request within twenty-four hours after the interview has concluded.

What if we have absolutely zero common ground?

You do not need shared hobbies or mutual connections to build rapport. Your shared interest is the open role and the company's growth. Focus on asking intelligent questions about their career path and their current team goals rather than hunting for a forced personal connection.

Is this research really necessary if I already have a Baldwin Blueprint?

Yes, because the Blueprint maps the company and the role, while LinkedIn research maps the specific human being across the table. The Blueprint gives you the strategic framework, the 30/60/90 day plan, and the metrics. Your interviewer research helps you tailor how you deliver those insights to that specific person.

BUILD SHEET

This is the plan a Blueprint drafts for your exact role.

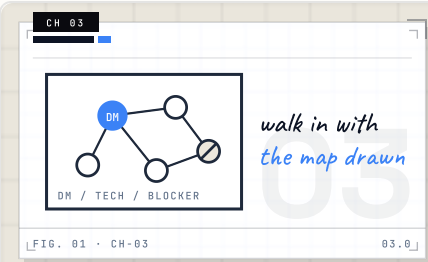
Paste in a real job posting and your resume. Get a tailored 12 page Blueprint in minutes.
Your first draft is free.

[Start your free Blueprint](#)

Free, no card. No account needed to draft.

Or [read a real finished Blueprint](#) first. Free, no signup.

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CH 03

DM / TECH / BLOCKER

FIG. 01 • CH-03

03.0

How do I map out target accounts...

Build an account map by _____

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3 MIN

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The Company Research Desk by Chris Baldwin, founder of Baldwin Blueprint. [About](#) · [All chapters](#) · [The tool](#)