

 **Shipfusion**

Case Study



Hiring a VP of Operations for Shipfusion

Hiring your first sales leader in a **new** market.

One challenge that many growing startups face is knowing when to expand their leadership team. In particular, how do you recognize when it's time to bring on your first sales leader? VP of Sales? Director? The Leadership Agency's unique sourcing strategies were recently put to the test when a fast-growing startup, Shipfusion was looking for their first senior leader in Chicago - a VP of Operations.

The Leadership Agency recruits for the most impressive companies of our generation. Our mission is to help high-growth companies make their best hires. We are a women-led company and believe in diversity, inclusion & belonging - diverse teams are strong teams.

We do it differently.

We're not just recruiters—we're your partners in building the teams of tomorrow.

Where to find us:



/theleadershipagency



@theleadershipagency



leadershipagency.com

3000+
placements

300+
clients

50%
women and/or BIPOC
placements

30%
clients Seed-C

Search Statistics

Numbers tell us a lot about a search. They not only provide us with real-time data but also insights into the talent market.

Timeline

5

MONTHS

Candidates

12

PRESENTED

Interviews

10

CANDIDATES

Placements

1

VP OPS

Shipfusion is a leading provider of retail fulfillment solutions for eCommerce companies throughout North America. They provide fulfillment infrastructure to rising online retail companies who are looking to expand their businesses. Their fully owned and operated warehouses, expert inventory management, and powerful real-time technology enable customers to focus on growth.

With distribution centres in Chicago, New York, and Toronto

Shipfusion prides itself on its commitment to entrepreneurship and innovation. We have chosen a collaborative approach in achieving its objectives, with a culture revolving around teamwork, empathy, and shared values". Shipfusion focuses on guidance and mentorship to help its people grow and develop their careers.

How we helped Shipfusion

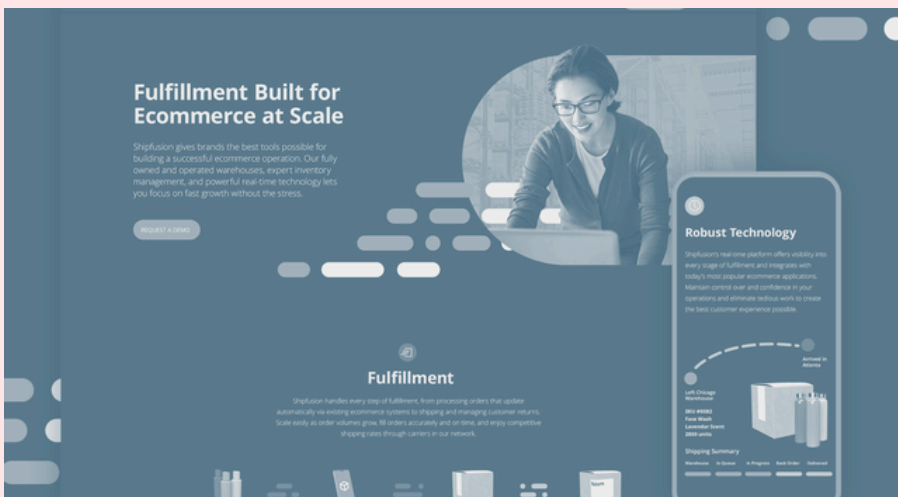
Founded in 2014, by a team of long-time eCommerce and logistics professionals, Shipfusion believes retailers should be able to trust their fulfillment partners as much as their in-house teams.

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Thank you so much for all of your hard work on this role, you've sent forward some really strong candidates and we are very grateful to partner with you!



Danielle Day
Talent Acquisition Lead



1

Discovery with the Shipfusion team

2

Meeting to understand the criteria of the exclusive search

3

Search project launched within 1 hour of approval

4

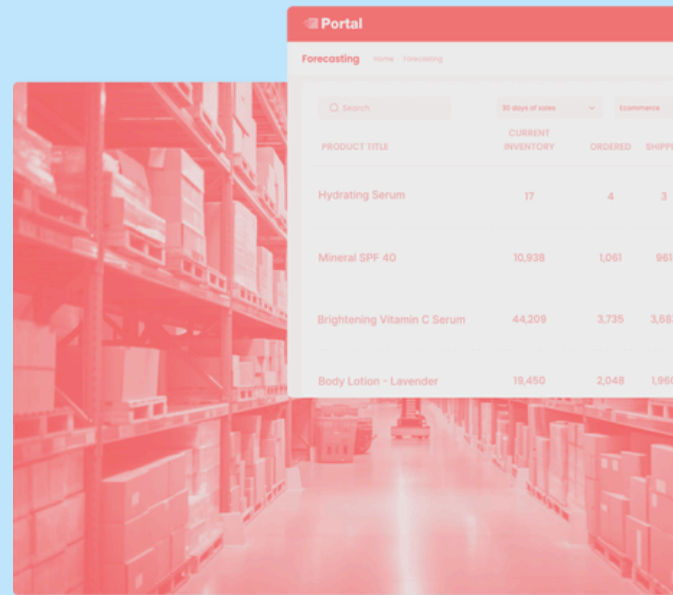
Weekly sync meetings with Shipfusion. Data, full transparency and visibility into the search provided

5

First VP of Ops hired in the US

The Challenge

Since its founding in 2014, Shipfusion has expanded to meet the fulfillment needs of eCommerce businesses. With operations in Toronto, Chicago, Los Angeles, and plans to expand to more U.S. cities, they sought to hire a VP of Operations in Chicago to take over duties previously managed by the CEO.



The Solution

The team at Shipfusion engaged The Leadership Agency and tasked them with finding a VP of Operations to be the first senior leader in their Chicago headquarters. The Leadership Agency's first step in its unique sourcing process began with a debrief call with the Shipfusion team to fully understand their requirements and gain in-depth knowledge of the company, the culture, and the brand. With a solid understanding of the company and role, The Leadership Agency team launched the role within one hour and went to market.

Our Process

Everything starts with a discovery.

Discovery with ELT

Our team sat down with four members of their Senior Leadership Team, including their CEO and Manager, Growth to discuss the scope of the VP, Operations role. The Leadership Agency begins every search by learning the company culture, and understanding the core values of the team and leadership.

Revenue Model Analysis

To truly align with the goals of a business - and identify and attract the best candidates for the role - requires an understanding of the financials. The Leadership Agency acquires comprehensive knowledge of a company's revenue model by asking the right questions: Are they looking to grow current contract revenue, acquire net new business, lower their churn rate, increase monthly recurring revenue, expand into new markets, or go upmarket and get to the enterprise?

Setting Timelines

The Leadership Agency set up transparent and aggressive timelines in advance so that the Shipfusion team would know what results to expect and when. Shipfusion understood and approved the precise dimensions of the search.

The Result

Within an hour of its initial consultation, The Leadership Agency launched the search. Key deliverables included...

- Search launched in an hour
- Within five business days, Shipfusion was presented with vetted, qualified candidates, and a talent market analysis
- The Leadership Agency team held detailed conversations with a number of industry leaders to find just the few who would be great fits for the Shipfusion brand
- Within 5 months of launching the search, Shipfusion had their new VP, Operations in Chicago hired and ready to onboard

The End!



Ready to see where we can take you?