

 cargo.one

Case Study



International Expansion

3 months of **expansion** & growth

Expanding your organization and increasing headcount can be challenging. It requires careful strategy, planning, and insight. How many people should you hire? When is the right time to scale up? And how do you ensure you're making the right hires at every level of the organization?

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

90
DAYS

Candidates

30
PRESENTED

Interviews

30
CANDIDATES

Placements

5
HIRES

cargo.one is a platform for booking and marketing air freight capacity. The company focuses on offering instantly bookable quotes for multiple airlines, making it the first booking platform of its kind. Accredited freight forwarders can search, compare and book these quotes on the cargo.one platform in real-time and receive an immediate booking confirmation.

cargo.one believes that making your customers happy is important.

Operating as a virtual first company, cargo.one has partnered with global airlines such as Lufthansa, Finnair, AirBridgeCargo, Etihad and All Nippon Airways while serving a fast-growing number of about 2,000 freight forwarding companies, including players such as Hellmann Worldwide Logistics, Agility Logistics, DACHSER and Flexport.

How we helped cargo.one

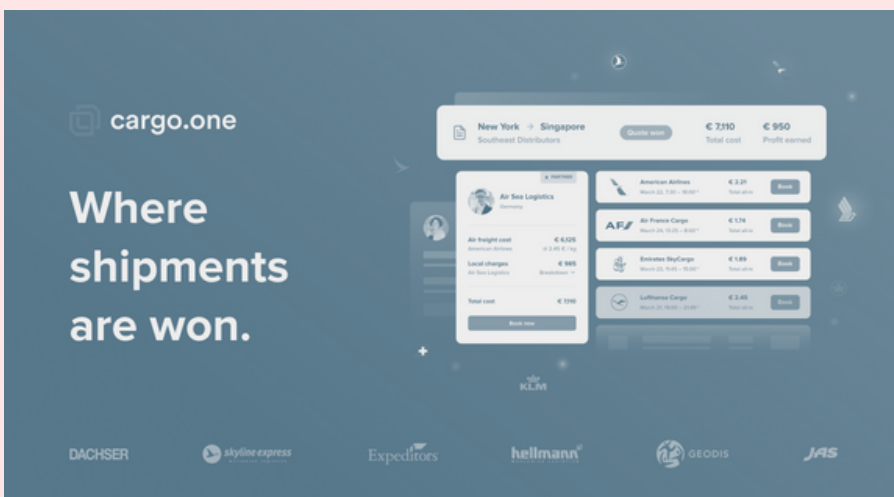
cargo.one has experienced immense growth and expansion. The company has over 2000+ freight forwarding offices using the platform, 15 airline partners, 2.2M offers distributed monthly, and has reached over 347 destinations globally.

“

For us, culture is the foundation of everything else. This is the energy and motivation we seek in our people. Thank you for your great work! It's been a pleasure working with you so far and I look forward to continuing to do so.”



Jose Paz Rendal
Head of Expansion



1

Discovery with the cargo.one team

2

Meeting to understand the criteria of the 5 searches

3

Search project launched within 1 hour of approval

4

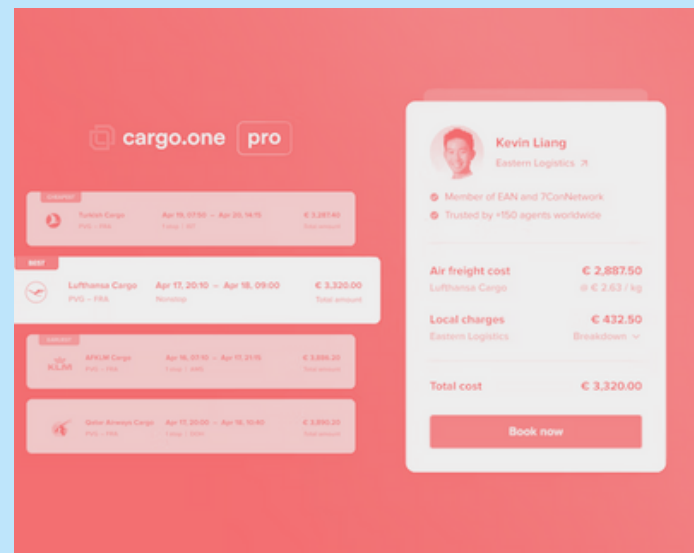
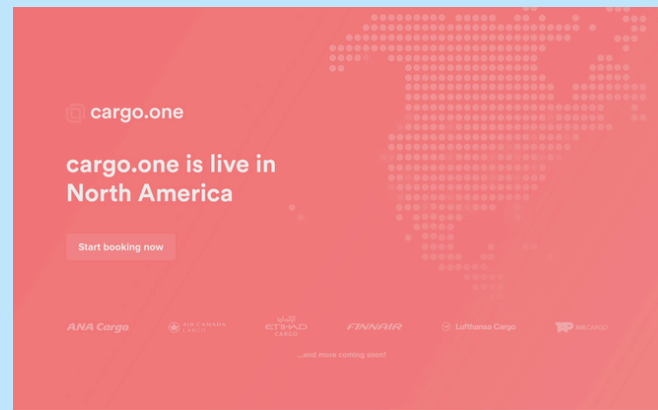
Weekly sync meetings with hiring managers. Data, full transparency and visibility into the search provided

5

5 roles hired in new markets within 90 days

The Challenge

The team at cargo.one initially engaged The Leadership Agency back in June 2021 to discuss their search for very critical roles that would help generate business development; the roles are called Market Launchers. They were launched in 4 different markets; Toronto, Vancouver, Montreal and Seattle.



The Solution

On top of those roles, the Leadership Agency has helped cargo.one in the search for two Customer Support Agents, a Sales Operations Analyst and a Partner Enablement Specialist. The Leadership Agency's first step in its unique sourcing process began with a debrief call with cargo.one to fully understand their requirements and gain in-depth knowledge of the company, the culture, and the brand.

Our Process

Everything starts with a discovery.

Discovery with ELT

Our team sat down with the Head of Expansion, Talent Lead of Product & Engineering, and the Team Lead of Partner Enablement, to discuss the scopes of each 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 cargo.one would know what results to expect and when. The team 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 of each launch, cargo.one was presented with vetted, qualified candidates, and a talent market analysis
- The Leadership Agency held detailed conversations with the team to thoroughly discuss who would be a great fit for the cargo.one brand and team
- Over the course of 3 months, cargo.one has made 5 top talent hires with the help and expertise of The Leadership Agency

The End!



Ready to see where we can take you?