

PREPARED BY  
THE LEADERSHIP AGENCY

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# A CASE STUDY WITH:

**intelli**HR

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INTERNATIONAL  
EXPANSION

THE LEADERSHIP AGENCY

# INTERNATIONAL EXPANSION

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Companies go international because they want to grow or expand their operations. The benefits of entering international markets include generating more revenue, competing for new sales, investment opportunities, diversifying, reducing costs and recruiting new talent.

ABOUT US, THE

## LEADERSHIP AGENCY

The Leadership Agency is North America's recruitment partner of choice for the fastest-growing startups. With a mission to help build the most impressive companies of our generation, The Leadership Agency helps startups find and hire best-in-class talent. As industry disruptors with over 15 years of experience and award-winning services, The Leadership Agency has truly become the one-stop-shop for startup recruitment.

Working exclusively with startups, The Leadership Agency reaches all lines of business, including C-level, sales, leadership, tech, finance, marketing, and more.

Visit: [www.leadershipagency.com](http://www.leadershipagency.com) for more information.

Check us out on:

LinkedIn: [/theleadershipagency](https://www.linkedin.com/company/theleadershipagency)

Instagram: [@theleadershipagency](https://www.instagram.com/theleadershipagency)

Twitter: [@weheartstartups](https://twitter.com/weheartstartups)

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THE SEARCH

# GLOBAL LAUNCH

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**intelliHR** is headquartered in Brisbane, Australia. And after such strong growth over the first half of the year, the company has gone global.

We helped **intelliHR** launch their first ever roles in the North American Market.

**SDR  
LEADER**

**CUSTOMER  
ACCOUNT  
MANAGER**

**DEMAND  
GENERATION  
MANAGER**

*"Following our North American market successes, we chose to accelerate our expansion into the UK market." – **Rob Bromage** (Managing Director)*

Then followed the launch of the first UK roles:

**ACCOUNT  
EXECUTIVE**

**SDR**

**2 CUSTOMER  
SUCCESS  
MANAGERS**

THE COMPANY

# MORE ABOUT INTELLIHR'S INTERNATIONAL EXPANSION

During the first four months of 2021, intelliHR delivered such improved performance. And that's because of their expansion into the United Kingdom.

Here are some stats:

- Intelli's share price soared high at 16% as their shares were trading for 33 cents during that time
- The annual recurring revenue acquisition reached an all-time record; up 304% year-on-year
- Contracted subscribers surged to 35,080, which is an increase of 270% of year-on-year numbers.

The revenue generation for intelliHR is predicted to come between \$280,000 and \$511,000 for service in the next 12 months.

## STRATEGY AND OUTLOOK

*intelliHR's areas of focus are:*

- Amping up the international expansion specifically in the Americas and UK markets
- Creating a 'best of breed' marketplace ecosystem with complementary global technology vendors leveraging strategic partnerships for integration-led global expansion
- Continuing to invest in R&D to retain intelliHR's market-leading position



***"Our customer base now spans 18 countries, and we are positioning to grow more aggressively as we continue to expand our North America team, as well as increasing our commitment toward the UK market."***

- ROB BROMAGE, MANAGING DIRECTOR