

PREPARED BY
THE LEADERSHIP AGENCY

A CASE STUDY
WITH:

TripActions[®]

2 YEARS OF
GROWTH

THELEADERSHIPAGENCY



2 YEARS OF GROWTH

Growing your organization and headcount can be a daunting task. It takes a lot of strategy, planning, and insight. How many hires should you make? When is the right time to ramp up your hiring? And how do you make the right hires at all levels of the organization?

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 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)

THE NUMBERS

OUR 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. The following statistics have been collected over a period of two years, in which TripActions saw many changes and experienced enormous growth.

2
YEARS

RAISED **\$ 1.3 BILLION** USD IN FUNDING. RAISED **\$155 MILLION** IN SERIES E AND **\$250 MILLION** IN SERIES D
REACHED UNICORN STATUS

CARLOS DELATORRE BECAME TRIPACTIONS' CRO

LAUNCHED AUSTIN, TEXAS MARKET

LAUNCHED NEW MANAGEMENT & PAYMENT PLATFORM: TRIPACTIONS LIQUID™

50
CANDIDATES

50 CANDIDATES WERE INTERVIEWED AND PRESENTED

5
HIRES

5 HIRES WERE MADE:

- DIRECTOR, ENTERPRISE SALES (WEST COAST)
- MANAGER, SALES DEVELOPMENT
- COMMERCIAL SALES MANAGER
- GLOBAL MANAGER, SALES OPERATIONS
- ACCOUNT EXECUTIVE

THE COMPANY

MORE ABOUT OUR CLIENT, TRIP ACTIONS

TripActions is the modern business travel platform that combines the latest AI-driven technologies with unrivaled flight, lodging and rental car inventory. They also have global 24/7 365 proactive live travel agents to delight employees, finance leaders and travel managers alike—all while empowering organizations to seize travel as a strategic lever for growth.

TripActions is ranked #1 in customer satisfaction in corporate travel and expense management across a field of two dozen players on the G2 Grid. They are a leader across all business segments based on their high customer satisfaction scores and large market presence. Over 4,000 companies worldwide put their trust in TripActions to manage their corporate travel and expenses.

TRIP ACTIONS' VALUES

TripActions takes pride in their mission-driven culture. Their mission is to power the in-person connections that move people, ideas, and businesses forward. The values of TripActions since day one are:

- Focus on users
- Tech-forward Solutions
- Lead with Context
- Communicate with Candor
- Raise the Bar
- One Diverse Team

DIVERSITY, EQUALITY & INCLUSION AT TRIP ACTIONS

The Leadership Agency is committed to working with companies that uphold the same values of inclusivity, transparency, and commitment to diversity. TripActions works to improve their strategies and practices to cultivate a more creative, diverse, and inclusive workplace. They prioritize social impact-focused philanthropy, mentorship matching, diverse hiring practices, and multi-cultural training



“Thank you all for your tremendous partnership and the amount of hard work, care, and attention you put into helping us scale our team. We are so lucky to work with you!”

- AMBER KNOPP, MANAGER OF BUSINESS RECRUITING

THE CHALLENGE & SOLUTION

OUR PROCESS

Since being founded in 2015, TripActions has experienced enormous growth. The company has now raised over \$155 million and continues to expand its reach globally. TripActions currently has about 4,000 corporate customers; 700 since the pandemic began.

The team at TripActions initially engaged The Leadership Agency back in 2019 to discuss their search for a Sales Development Manager. The successful candidate was hired and excelled tremendously in her role in NYC that she got relocated to Texas to launch the Austin location in 2020. Fast forward to 2021, The Leadership Agency has now helped TripActions find and hire 5 top talent leaders. The Leadership Agency's first step in its unique sourcing process began with a debrief call with TripActions to fully understand their requirements and gain in-depth knowledge of the company, the culture, and the brand.

DISCOVERY WITH THE TRIP ACTIONS TEAM

- **Meeting with the Team:** Our team sat down with several members of TripActions' leadership team, including their VP of Sales and Recruiting team to discuss the scope of the role.
- **Company Culture Analysis:** 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 up market and get to the enterprise?

SETTING TIMELINES

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

- The date of when candidates and a talent market analysis will be presented
- A fully managed interview process
- Candidate profiles and analysis tools
- Strategic offer guidance

THE RESULTS



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

- Each search was launched in an hour
- Within five business days of each launch, TripActions was presented with vetted, qualified candidates, and a talent market analysis
- The Leadership Agency team held detailed conversations with the recruitment team and their VP of Sales to find just the few who would be great fits for the TripActions brand and team
- Over the course of two years, TripActions has made 5 top-level hires with the help and expertise of The Leadership Agency

TOTAL HIRES MADE:

5

THE LEADERSHIP AGENCY