

PREPARED BY  
THE LEADERSHIP AGENCY

---

# A CASE STUDY WITH:



---

3 MONTHS OF  
GROWTH

**THE LEADERSHIP AGENCY**



## 3 MONTHS OF EXPANSION

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](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)

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 three months, in which cargo.one saw many changes and experienced enormous growth.



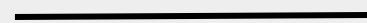
PLATFORM OFFICIALLY LAUNCHED AUGUST 4<sup>TH</sup> 2021

CHAD TIBOR BECAME NEW VP OF SALES

LAUNCHED CRITICAL ROLES IN THE NORTH AMERICAN MARKET; MARKET LAUNCHERS, CUSTOMER SUPPORT AGENTS, AND SALES OPERATIONS ANALYST

RAISED \$42 MILLION IN SERIES B FUNDING, IN DECEMBER 2020

LAUNCHED ASIA MARKET



**30+** CANDIDATES WERE INTERVIEWED AND PRESENTED



SALES OPERATIONS ANALYST (**CHICAGO**)  
CUSTOMER SUPPORT AGENT (**CANADA**)  
CUSTOMER SUPPORT AGENT (**US**)  
MARKET LAUNCHER (**CANADA**)  
PARTNER ENABLEMENT SPECIALIST (**US**)

THE COMPANY

# MORE ABOUT OUR CLIENT, CARGO.ONE

**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.

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.

### WHY USE CARGO.ONE?

Firstly, cargo.one believes in saving time, and their platform's all-in-one solution makes you more efficient in daily operations. Secondly, their real-time insights into market developments help to make informed decisions, making you work smarter and win more deals. Lastly, cargo.one believes that making your customers happy is important. They do this by offering the best support and customer service.

### THE IMPORTANCE OF TRANSPARENCY AT CARGO.ONE

The Leadership Agency is committed to working with companies that uphold the same value of **transparency** throughout the company. Founder Oliver T. Neumann says the air cargo market is still offline and is immensely intransparent. so they aim to bring more transparency to the whole process. Together they want to change the market and build the backbone of modern air freight.



***"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

## THE CHALLENGE &amp; SOLUTION

# OUR PROCESS

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.

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. 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.

## DISCOVERY WITH THE CARGO.ONE TEAM

- **Meeting with the Team:** 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.
- **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 cargo.one would know what results to expect and when. The team 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 the 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, 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 three months, cargo.one has made 6 top talent hires with the help and expertise of The Leadership Agency

TOTAL HIRES MADE:

5

THELEADERSHIPAGENCY