

PREPARED BY
THE LEADERSHIP AGENCY

A CASE STUDY WITH:

intelliHR

INTERNATIONAL
EXPANSION

THE LEADERSHIP AGENCY

INTERNATIONAL EXPANSION

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 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 SEARCH

GLOBAL LAUNCH

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.



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

Then followed the launch of the first UK roles:



WHERE HAVE WE HIRED?

The North American market and the UK market are booming with top talent. Here are the cities where we have hired:



As of Q1 2022, we've placed **8** roles globally.



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

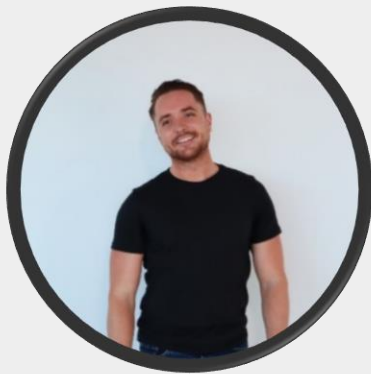


"Our customer base now spans 18 countries, and we are positioning to grow more aggressively as we continue to expand our North America team, as well as increasing our commitment toward the UK market."

- ROB BROMAGE, MANAGING DIRECTOR

WORKING WITH INTELLIHR'S TEAM

We've had the pleasure of working with intelliHR's hiring team and executive team to help them find the top talent for their international searches. Here's what they had to say about their experience working with The Leadership Agency.



Without your support and expertise, we wouldn't have been able to expand our leadership team globally. Working with Maxine's executive team has completely changed our view of executive recruitment. Melanie has helped us hire our leadership team in North America and the UK."

- GLENN DONALDSON, CHIEF CUSTOMER OFFICER & PRESIDENT



Really appreciate all your help and also that of the whole Leadership Agency Team, that was a fantastic shortlist and made the decision in the end a very difficult one."

- ROB BROMAGE, FOUNDER & CEO



TLA is the best at what they do. I have had great experiences with the team and they have always done a great job."

- ALY KASSAM, VP OF SALES



Just wanted to shoot across a quick note to thank you for The Leadership Agency's support, and for your great contribution. Great to work with you on bringing this together!"

- EVA ROTHWELL, GLOBAL HEAD OF MARKETING