

## Case Study

# Strategic Recruitment Partnership with Executive Integrity and Aeler



## AELER

AELER impacts the entire logistics sector, providing innovative smart container technology to the global economy. Understanding the sheer benefits of specialist recruitment expertise, they turned to Executive Integrity to reach their vision of transforming the industry through sustainability, strategic growth, and innovation. AELER needed to secure a critical senior-level hire, a direct advisor to their CEO - crucial to their expansion plans and overall growth trajectory.

### Aeler's Hiring Challenges

AELER set its sights on rapid growth, with the first point of call doubling their headcount over the year. They recognised the critical importance of securing strategic hires in this vital growth phase.

Their unique focus on strategy and growth meant that they needed an individual with the skills to navigate complex industry dynamics and advise on expansion. With a strong backing from private investors, AELER sought to find professionals who could help steer the company's growth trajectory. AELER lacked an extensive industry network to successfully find talent with the valuable growth advisory skillset for their ambitious headcount expansion and to effectively position their company into a well-known player in the logistics space.

To combat these challenges - AELER chose a recruitment partnership with Executive Integrity due to their effective industry knowledge, market mapping, and transformative headhunting capabilities.

*Executive Integrity took the time to deeply understand our company's unique needs, culture, and the specific skill sets we were seeking.*

*Their team seamlessly integrated themselves into our hiring workflow, presenting us with candidates who were not only qualified but also aligned with our values.*

*We highly recommend Executive Integrity to any company looking for a strategic recruitment partner that goes above and beyond expectations. Their professionalism, industry knowledge, and genuine commitment to client success set them apart.*

**Kriss Petersson**  
Head of Talent & Culture - AELER

### The Consultant



**Maria Whitmarsh**  
Senior Consultant  
Executive Integrity

Maria operates within the niche Ports, Logistics & Supply Chain technology space - actively working with sustainable software developers and providers, OEMS, tech start-ups, and automation solution providers globally. Utilising her expert recruitment knowledge of the digital maritime market, she will optimise your recruitment process.

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### The Hiring Manager



**Kriss Petersson**  
Head of Talent & Culture  
AELER

Kriss is responsible for AELER's organisational development and human performance. This includes implementing structures and practices enabling the company to efficiently set and collaborate towards common goals all while a growth -and human oriented culture is preserved.

#### Year founded

2016

#### Entity

AELER  
Technologies

#### Industry

Supply Chain and Storage

#### Headcount

+50

## Industry experts with integrity - true recruitment partnership

Maria Whitmarsh, the global expert in Supply Chain and Logistics recruitment, conducted a thorough assessment of the AELER to fully understand their hiring goals, company culture, and long-term vision.

With her well-established network in the industry, she identified potential candidates affected by layoffs in other companies. Recognising the synergy between these candidates' skills and AELER's growth plans, Maria proactively introduced them to AELER, providing these candidates with fresh opportunities that matched their career aspirations.

Maria immediately recognised a candidate within the Logistics sector who had immense potential. The candidate was contemplating leaving and was looking for a new growth trajectory. Maria seized the opportunity and initiated discussions, showing the potential AELER held for the candidate's career advancement. The candidate's impressive background as a Head of Growth and Business Value Advisor aligned seamlessly with AELER's strategic requirements.

The partnership between AELER and Executive Integrity showcases the significance of strategic recruitment in facilitating a company's expansion plans. Through a targeted bespoke recruitment approach, Executive Integrity identified and secured Anand Shah, a talented professional whose skills aligned perfectly with AELER's strategic direction.

This case study highlights the pivotal role that a recruitment partner like Executive Integrity can play in shaping a company's growth and success by identifying top-tier talent that can accelerate strategic objectives.

## Candidate Spotlight

Through Maria's strategic headhunting, AELER successfully secured Anand Shah, a professional with a robust background in growth strategy and business value advisory. Anand's addition to the team allowed AELER to free up valuable time for their co-founders, enabling them to focus on critical areas of the business while Anand provided strategic insights and advisory services.

Anand's expertise and contribution were instrumental in driving AELER's growth trajectory. His strategic thinking and industry insights empowered AELER to expand its operations, explore new avenues for growth, and establish themselves as leaders in the logistics sector.



**Anand Shah**  
**Business Value Advisor to CEO | AELER**

Anand Shah's seasoned background as a Team Builder and Mentor across Customer Success & Special Projects, combined with expertise in strategy consulting and investment banking, suited AELER's Business Value Advisor role. With hands-on experience in complex sectors like supply chain, food (meat substitutes), fintech, and defence and intelligence (UK), his adaptability shone.

Proficient in navigating challenges like government organisations, policy, and regulations, Anand's Chief of Staff role drove internationalisation strategy and vital initiatives. Skilled in Strategy, Account Management, Implementation and Project Management, and Financial Planning & Growth Modelling, his diverse abilities matched AELER's growth ambitions.

Anand's strategic thinking and industry insights played a pivotal role in AELER's expansion, establishing leadership in the Logistics sector.