



# Strategic Recruitment Partnership with Executive Integrity and Cargoo



Cargoo is transforming the supply chain for buyers, shippers, traders and vendors with an innovative real-time transportation visibility platform. The Swiss-based company is devoted to optimising containerised ocean freight operations. Recognising the need for trusted recruitment expertise and strategies, Cargoo joined forces with Executive Integrity on a vital hiring project to bolster its sales and marketing team as well as boost revenue growth.

## Cargoo's Hiring Challenges

In the pursuit of expansion, Cargoo faced a crucial challenge - bridging a significant and costly gap in their business, as well as scaling up their customer success and business implementation functions.

This urgent hire was a crucial start to an ambitious growth phase, with the company fully focused on expanding its marketing and sales teams. Efficiently filling their employment gap with a talented Customer Success Manager was the first vital step to not only reduce commercial downtime but also for further expansion. Cargoo's eye was set firmly on customer retention, stable revenue and ensuring a competitive edge in the market.

However, Cargoo faced a unique and challenging combination in their global hiring plans. It was paramount for this professional to have both expertise in selling SaaS solutions, and key logistics experience to make an instant impact. However, due to the transient nature of the industry, individuals with this niche experience are difficult to come by.

Furthermore, Cargoo's absence of an internal recruitment function further compounded the issue, making the process more arduous. Cargoo would sometimes look to generic applications but knew this process was time-consuming, costly to the business, and unlikely to yield the required long-lasting results they needed for efficient growth.

## A strategic approach to global recruitment

Cargoo's hiring manager, Juri Bailer, trusted Executive Integrity with their hiring project and expansion plans. He recognises the value of our global Logistics headhunting expertise, vast candidate network, and successful track record finding talented sales professionals in the global logistics industry.

We launched a robust candidate profiling process. After an initial call with key company stakeholders, our expert recruitment team dived into Cargoo's unique requirements, meticulously assessing their needs with industry dynamics.

## The Hiring Manager



**Juri Bailer**  
Head of Strategy,  
Process and Quality  
Cargoo

Juri heads Cargoo's Business Affairs, with over 25 years of global finance, change management, and quality control experience. He leads teams in optimising user experience via Customer Service, Vendor Implementation, and Global Data Quality on the innovative Cargoo platform.

### Year founded

2007

### Industry

Logistics

### Entity

Cargoo

### Headcount

+200

## Challenge Summary

Cargoo faced a crucial hiring challenge amid expansion, urgently needing a Customer Success Manager with expertise in selling SaaS solutions and logistics. The industry's transient nature made finding candidates challenging. The absence of an internal recruitment function added complexity, prompting Cargoo to seek more efficient and targeted solutions for efficient growth.

## Solution Summary

Juri Bailer of Cargoo engaged Executive Integrity for their expansion, leveraging our global logistics headhunting expertise. Our tailored strategy, combining targeted outreach and skills assessment, efficiently addressed Cargoo's unique needs.

This resulted in the successful hiring of Paola Poulenard as Customer Success Manager, positioning Cargoo as a logistics industry powerhouse with transformative revenue goals.

## Industry experts with integrity - true recruitment partnership

With the definitive picture of the perfect candidate, Executive Integrity locked in the niche expertise and qualities required to fit within Cargoo's unique company culture and expectations. It became evident that a 'one-size-fits-all' approach would not suffice. We adopted a comprehensive and holistic recruitment strategy, combining targeted outreach, skills assessment and regular contact with candidates.

Alleviating Cargoo's lack of resources and target network, our expert logistics recruitment team proficiently market-mapped competitive companies, tapping into our existing network to find candidates who already possessed the talent Cargoo required to urgently fill their employment gap.

We conducted a targeted headhunting strategy, pinpointing those with experience not only selling SaaS solutions but also those with key logistics expertise. Therefore, our team secured a competitive shortlist of talented candidates who exceeded Cargoo's expectations.

### Candidate Spotlight

The collaboration between Cargoo and Executive Integrity yielded remarkable results. Paola Poulenard joined Cargoo as their Customer Success Manager, joining with a deep understanding of SaaS and logistics, as well as holding valuable insights into the needs of increased business agility and technical innovations.

Paola quickly integrated into Cargoo's team and started making a significant impact. Her role as a Customer Success Manager not only involved managing client relationships but also driving revenue growth through strategic sales initiatives.

Her unique skill set and experience perfectly aligned with Cargoo's vision, with Paola driving product adoption and retention, connecting with C-level executives and executing strategies to achieve global clients' goals and growth targets.

The success of this partnership prompted Cargoo to trust Executive Integrity with the latest stages of their expansion project, with several ongoing recruitment projects in the pipeline. The collaboration between Executive Integrity and Cargoo is set to transform their revenue generation goals, positioning them as a powerhouse in the logistics industry.



**Paola Poulenard**  
Customer Success Manager | Cargoo

Paola Poulenard, a seasoned professional, brings over a decade of sales and customer success experience. Notably, as a Senior Customer Success Manager at BuyCo, she excelled in global client relations, IT project integration, and metrics-driven value delivery. With a history spanning diverse industries, Paola's expertise encompasses strategic planning, cross-selling, and fostering long-term relationships. Her skill set includes strategic communications, creative problem-solving, and project management. Paola is poised to excel with Cargoo, as their Customer Success Manager.