



Case Study

Windward & Executive Integrity: Commercial Leadership for Expansion

The Client

WINDWARD[®]

Client Overview

Windward is the world's leading Maritime AI™ company, helping stakeholders across shipping, energy, trading, and supply chain optimise operations and manage risk.

With the launch of their Supply Chain division, Windward sought leadership that could combine SaaS sales expertise with sector knowledge to scale this critical business unit.

Industry | Maritime & Supply Chain SaaS

Year Founded | 2009

Headcount | 500+

Growth Project Overview

Windward, a global leader in Maritime AI™, was expanding its Supply Chain division - a strategically important but relatively new arm of the business.

To accelerate growth, they required a Commercial Director to build credibility in the market, shape strategy, and open doors with freight forwarders, importers, and exporters.

Recognising the need for a partner with sector-specific expertise, Windward engaged Executive Integrity to lead a targeted international search.

Acting as an extension of their team, we combined deep maritime and SaaS networks with a transparent, insight-led process designed to secure a leader who could deliver both immediate commercial traction and long-term growth.

This partnership ensured Windward's new division was equipped with the right leadership to drive expansion and strengthen its position in a competitive, fast-moving market.

Driving smarter decisions across the maritime and supply chain

Windward's Maritime AI™ platform enables organisations to optimise operations, reduce risk, and improve transparency across global trade.

By combining data, AI, and domain expertise, Windward provides actionable intelligence that strengthens decision-making across shipping, logistics, and supply chain networks.

Hiring Manager: Joe Peak



Head of Supply Chain
Windward

Joe leads Windward's Supply Chain division, responsible for driving commercial growth and building partnerships with freight forwarders, importers, and exporters. His leadership focuses on expanding market presence and embedding innovation within customer solutions.

The Hiring Challenge

Windward needed a Commercial Director to:

- Spearhead growth in the Supply Chain division.
- Combine SaaS sales expertise with global supply chain knowledge.
- Deliver cultural and commercial alignment in a new business unit.

After more than 150 CVs reviewed and 12+ interviews conducted, Windward had not found the right fit, making a specialist partner essential.

Solution Summary

Executive Integrity delivered a targeted, international search that balanced speed with precision. Acting as an embedded partner, we combined deep headhunting into SaaS and supply chain networks with weekly live updates, transparent shortlists, and market insights.

By ensuring cultural as well as commercial alignment, the process secured a leader who could drive immediate impact while supporting Windward's long-term growth.



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The Results

Executive Integrity secured a Commercial Director to lead Windward's Supply Chain division, adding the senior gravitas and market access required to turn strategy into momentum.

The hire quickly set a focused go-to-market, activated relationships with freight forwarders, importers, and exporters, and established a repeatable enterprise sales motion.

The division now benefits from clearer positioning, a stronger qualified pipeline, and a leadership anchor to scale ARR across target European hubs while strengthening cross-functional collaboration and execution discipline.

Candidate Impact

Market Access

Leveraged established networks with freight forwarders, importers, and exporters to open senior doors and accelerate commercial traction

Sales Growth

Applied proven SaaS sales expertise to design and execute a scalable sales strategy, driving ARR growth across Europe.

Senior Project Manager (Madrid)

Shaped the go-to-market plan for the Supply Chain division, ensuring alignment with Windward's broader growth strategy.

Grid Connection Manager (Marseille)

Provided mentorship and structure to the commercial team, embedding best practice processes and strengthening execution discipline..

At Executive Integrity, we place commercial leaders that accelerate growth.

Our proactive, insight-led approach is designed for companies scaling into new verticals who need speed, precision, and cultural alignment.

You'll gain an embedded partner with access to global SaaS and supply chain networks, targeted outreach, and tailored assessments to secure the leaders who deliver commercial impact.

From commercial directors to regional sales leaders, we help you scale new divisions with confidence by placing talent that delivers immediate results and long-term growth.

Let's build the leadership team that drives your expansion.

Contact us to explore how our recruitment solutions can accelerate your next phase of growth.