

# XENETA

## GLOBAL SALES DEVELOPMENT TEAM CASE STUDY

leading ocean and air freight rate benchmarking and market analytics platform

Role locations: Hamburg and New York City

### KEY STAKEHOLDERS



**Susana Exposito**  
Vice President, Global Sales Development



**Paul Mullins**  
Chief Revenue Officer



... exceeded my expectations by delivering a pool of exceptional candidates who successfully contributed to our global expansion and were an invaluable partner in our talent acquisition endeavours ... the quality of candidates was outstanding

#### Susana Exposito

Vice President, Global Sales Development  
Xeneta



### OBJECTIVES

We were engaged by the Senior Leadership Team at Xeneta to help them build out a global sales development team, initially identifying a Vice President, quickly followed by a team of 30 SDRs, team leads/managers.

The searches had very specific requirements including multilingual and multicultural competencies that Xeneta sought.

### SOLUTIONS

After completing an indepth briefing, we used a multi-pronged approach to finding the best talent globally for these roles by leveraging our network, meticulously screening potential candidates, assessing their skills, experience and cultural fit for Xeneta. Candidates were sourced from all over the globe, and using personality profiling as an additional tool.

### KEY INFORMATION

#### Time to hire

We managed the entire recruitment process, from initial candidate sourcing to final selection and pre-onboarding. Xeneta was delighted with our exceptional speed in sourcing and presenting qualified candidates to meet their aggressive deadlines.

#### Thorough Search

Over 1,200 potential candidates were researched and interviewed for this key project. We streamlined the process by leveraging technology and implementing effective evaluation methodologies, ensuring a smooth and expedited hiring experience

#### Superb Choices

Xeneta was delighted with the selected candidates and the team that was built, with a significant number being promoted to sales operations, team leads, account executives over a period of time

