

# How ShipBob's First Critical Marketing Hire Paved the Way for Future Growth

**ShipBob****Role:** Head of Marketing**Industry:** Fulfillment**Location:** Chicago, IL

ShipBob is a billion-dollar global logistics platform that fulfills ecommerce orders for the world's leading direct-to-consumer brands.

## ShipBob's Goal

As a tech-leader in the shipping fulfillment industry, ShipBob was looking for a Head of Marketing to elevate the brand and drive revenue growth. This critical hire would build an entire marketing strategy and the team behind its execution.

## Hunt Club's Solution

Leveraging over 200+ experts, Hunt Club identified 67 dynamic, experienced Marketing leaders who could thrive working solo until they built the perfect team. From there, 10 candidates were vetted and introduced to ShipBob.

Hunt Club filled this role with an individual who could deliver for ShipBob where they're at now and where they plan to be in the future. The top candidate was a former marketing leader at Cleversafe and IBM with an impressive background working with Sales to deliver consistent results at scale.

## The Results

**207**

Experts Leveraged

**67**

Referrals Generated

**10**

Candidates Introduced

**1****Head of Marketing** Hired

**"My experience with Hunt Club has been great in that I really feel they're a true extension of our team."**



**Casey Armstrong**  
CMO