

TripActions®

Founders: Ariel Cohen and Ilan Twig

Headquarters: Palo Alto

Last Round Valuation: \$4 Billion (July 2019)

Employees in Europe: 150 (Amsterdam, London)

"We've grown from 0 to 150 people in Europe, built a world-class culture and scored a major strategic partner, all in 18 months. Such a fast start is only possible when you put strong foundations in place – and Frontline was instrumental in helping us do that. They were a crucial source of go-to-market advice, they introduced multiple quality candidates from their local network – from GMs to Sales to Finance – and Stephen even coached one of my VPs for six months. Frontline's operating experience in Europe made the advice pragmatic and actionable. Just what we needed to make Europe a growth engine for TripActions globally."

- Ariel Cohen, CEO

SCOPE

- Strategy: Advised CEO on European rollout and structure/content of international expansion board presentations
- Sales: Advised CRO on European sales plan and introduced local customers
- EMEA HQ: Coordinated CEO visit to Ams, Dub and Ldn and provided scorecard to select HQ city
- Talent: Introduced CEO to GM candidates, interviewed several others.
- Coaching: Coached newly hired VP of International

RESULTS

- 0-150 employees in Europe in 18 months
- Rapid global support of large US customers
- Strong culture in place through early hires.
- 20-person Engineering team now in place.
- Lufthansa has invested in the company and become a strategic partner.

Frontline