HJC

CASE STUDY · THE SCALE · 2019–21

Wheely

Premium chauffeur platform · Backed by Concentric · Global Head of B2B Sales & Customer Success

+75%
UK sales in my first two months

912%
B2B revenue growth from the Covid low, April to December 2020

~$500k
a month in B2B revenue I owned, across the UK, France and Russia

Before

A small UK business-travel arm inside a consumer app. Then Covid emptied the roads.

What I did

- Started as a consultant on the UK market. Took on every stalled lead and deal in the CRM and ran follow-up campaigns until they signed and took their first journeys.
- Reused my Pronto playbook from the bottom up: found riders expensing trips to their employer, grouped them by company, and asked them to introduce the right person. Then went top down with the evidence: this many of your people already ride with us, even at companies signed with a competitor.
- Became Head of Sales UK, then Global Head of B2B Sales and Customer Success across the UK, France and Russia, adapting the approach to each market, and prepared the market plan for a Dubai launch.
- Through Covid, called every client and made safety the reason to choose us: cleaning after every journey, masks, sanitiser, and still a premium experience, so offices could reopen with confidence.
- Won investment funds and large companies by inviting them to try us on our account, then onboarding every level of the organisation, through legal and procurement sign-off, and proving reliability again and again.
- Moved 300+ corporate clients to a new UK entity.

After

UK sales up 75% and journeys up 118% in my first two months. B2B revenue grew 912% from the Covid low (April to December 2020). The biggest accounts spent around $30,000 a month.