



TRC Helps International Shipping Leader Consolidate US Operations in Georgia

A Challenging Move Demands a Customized, Consultative Approach

Shipping companies are no strangers to the need for the right people in the right places at the right time. After all, they employ thousands of people in more than 100 countries to move millions of intermodal containers. With 14,000 employees in 137 countries, the company moves nearly 12 million intermodal containers annually. But when a leading international shipping company decided to move its headquarters and consolidate its US operations in the Atlanta area, only 38% of its distributed US team members were willing to move. That left approximately 90 roles across multiple departments and levels to fill – fast.

Multiple national talent organizations vied for the opportunity to support the company. Ultimately, its leaders selected TRC, thanks to the firm’s depth and breadth of unique differentiators.

TRC’s friendly outreach and 40-year legacy of success in the Atlanta market first caught the attention of the company’s CHRO. TRC’s diverse short and long-term solutions intrigued. However, it was the TRC consultative problem-solving approach that made the most significant impact. TRC provided a collection of case studies

demonstrating experiences and capabilities relevant to the shipping leader’s move. However, as TRC Chief Growth Officer Travis Almy notes, the talent firm customizes its solutions differently for each client. “Every business is unique in so many ways,” he affirms. “Why would we offer solutions that are the same?”

An Obvious Relocation Choice Meets Local Challenges

There were many reasons why the Atlanta area appealed to this particular organization – including proximity to major highways and the ports of Savannah, upscale living and shopping with well-regarded schools, and convenient access to public transit. Equally important, a commercial real estate opportunity would deliver excellent value and the flexibility necessary for the company’s diverse workforce. However, as the corporate

TRC is a true partner. When we started our recruitment journey, they asked questions that showed their ability to grasp the unique nature of our business and our company culture. TRC took the time to listen and learn about our company and amazing colleagues. I do believe this is why our recruiting journey in Atlanta was a success!

- Chief Human Resource Officer

move began, multiple market nuances impeded an easy transition. The CHRO recalls, “We didn’t know what we didn’t know.”

Faced with the need to fill positions at multiple levels across operations, customer service, business administration and analytics, as well as niche areas like vessel planning and dangerous goods cargo management, TRC began offering value right away. They aggregated critical data including local salary ranges and traffic patterns to area companies vying for the same talent. Given the area’s 96.3% employment rate, TRC also helped identify opportunities to think creatively and flexibly about job titles and capabilities outside the shipping industry that would transfer well.

Prioritization and Collaboration: The Real Difference between a Partner and a Vendor

Eager for the move to provide career advancement opportunities for existing employees, the company co-branded its internal opportunities web page with TRC, which reinforced the partnership between the two companies. Externally, TRC capitalized on the need to prioritize the most urgent needs, filling critical management roles in only two weeks and completed a total of 53 new hires – more than half of the open positions – within two months. Such rapid success was possible because TRC focused on sourcing, recruiting and vetting talent, managing connections on LinkedIn and other sites, screening for cultural fit

and seamlessly connecting to the shipping company’s onboarding and training efforts. “TRC took a lot of pressure off my team and me and generated great confidence within our organization,” affirms the CHRO.

The organization celebrated the grand opening of the Atlanta area offices, TRC was invited to be part of it. More than a dozen TRC team members attended, welcoming the people they’d met in the recruiting and hiring process, adding to the festivities with Georgia crafted gifts and a drawing for tickets to see the Atlanta Braves baseball team. The shipping company’s CHRO asserts, “TRC played a big role in ensuring business continuity. It was really important for us to fill a lot of the specialized roles in very little time. TRC did this and provided only the best of candidates for our winning team!”

