

# What Kind of a Company Is Flexport?

by Ryan Petersen, Founder and CEO

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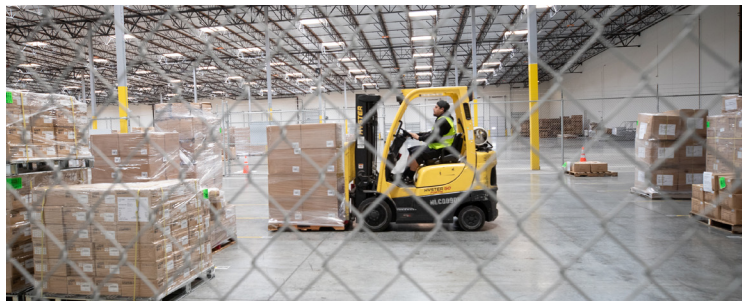
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# The answer is that we are neither. We are a customer company.



**At Flexport, we are often asked if we are a technology company or a logistics company.**



► We're not product-driven or sales-driven, but customer-driven. We love technology. And we love ships, planes, trucks, trains, warehouses, barges, drones, and all the other infrastructure required to move freight around the world. We even love the ins and outs of compliance, troubleshooting complicated logistics situations, and creating solutions in an ever-changing regulatory environment.

In the end, however, we don't care about any of these things unless they create value for our customers. Where some companies build technology for its own sake, and others believe that customers only exist to fill their ships, planes, and trucks with freight, Flexport is only interested in building solutions that create value for companies—regardless of how elegant, complex, or interesting those solutions are in their own right.



# Creating a world of connected commerce by making global trade easier for everyone.

► Thanks to the internet, consumers are in charge. They can get anything they want, anytime they want it. Two-day delivery won't cut it. Even two hours is already slow. But the world's supply chains were built for an earlier, slower-moving era. Companies working with traditional freight forwarders and third-party logistics providers find themselves too brittle and clumsy to respond to this kind of market pressure.

The rise of e-commerce demands a new platform for global logistics, one that makes collaboration with vendors seamless, ensures fast, predictable freight delivery, provides advanced data and analytics for better decision making, and lowers total supply chain costs.

Flexport is building that platform for global trade, providing full supply chain control and logistics as a service and turning logistics from a cost center to a growth engine. Our mission is to make global trade easy for everyone. We envision a seamless web of global commerce as a network that makes it easy, affordable and predictable for companies to buy and sell products in any market, anywhere on Earth.

Our unique combination of advanced technology, critical logistics infrastructure, and hands-on supply chain expertise gives companies the tools they need to respond to the ever-increasing demands of empowered modern consumers.

# Moving the freight forwarding industry forward.

**Freight forwarding is the coordinating layer of global trade. The logistics we manage are complex, occasionally crossing over into the chaotic. Today's solution for this complexity is a relay race of unstructured data, with emailed PDFs, spreadsheets, and even physical pieces of paper being shuffled around the world by a network of human information brokers deciding what action to take after reading the documents.**

➤ The industry as it stands today should be renamed "freight email forwarding." Inefficiency like this is always sad. But it's near tragic when we see it at the heart of an industry that is so fundamental to our well-being as a society. We can do better. By applying modern technologies, Flexport can dramatically simplify global trade, making it easier, more predictable, and more affordable than ever.

We don't believe this is easy. Many of the problems we're solving appear intractable. And sometimes it feels like the longer you work on them, the harder they become. Peeling back layers of the onion often reveals degrees of

nuance and complexity we couldn't have imagined when we set out on this journey. We frequently hit blind alleys, and often question our own decisions. Supply chains are chaotic. A typhoon in the South Pacific will show up as shipping delays in South Carolina. Talk about unpredictable. The complexity of the problems we're solving humbles us. That humility, plus our shared understanding of the importance to society that we solve these problems, is a big part of what defines us. We're a group of empathetic, curious, creative, courageous problem solvers who've signed up to do hard things for many years—or even decades. We believe in playing the long game, and are building a business that can outlast us all.

We also get encouragement from our customers. As daunting as the problems of global logistics may seem, they pale in comparison to the challenges faced by our customers reinventing themselves for the world of e-commerce. They experience all the problems of our industry—inefficiencies in their supply chains are much of the back pressure preventing them from achieving e-commerce success—compounded by the demise of traditional retail, and the challenges of real-world manufacturing.





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# Are you up for the challenge? Join us.

➤ First among our core values is *empower your client*. It's our culture of customer obsession that allows our team to serve more than 10,000 companies in 74 countries, while maintaining a Net Promoter Score in the mid-60s—a customer satisfaction score that far exceeds most any company in our industry. Our clients depend on Flexport's global logistics platform to manage their global freight shipments by air, ocean, truck, and rail. We're humbled everyday by the tenacity of our clients

undergoing digital transformations, and we're committed to partnering with them to deliver the products their customers want, right when they want them.

It's the pressure to perform on behalf of these inspiring businesses that binds us together in the face of adversity. If you're the kind of person that likes to work on hard problems, that gets an endorphin rush from untangling complexity, you should consider a career at Flexport.