

Shippit Head of Growth named new Principal at ikaros

Ex-Head of Growth at Shippit to accelerate growth for Australian startups and scale-ups

Growth and data consulting firm ikaros is excited to welcome Jesse Peters as their new Principal to propel growth for Australian startups and scale-ups.

Jesse brings nearly 10 years of experience in the growth and marketing space to this newly appointed role, and her work specialises in startups, scale-ups and enterprise businesses in the retail and eCommerce industry.

In her prior role to joining ikaros, Jesse tripled YoY growth for retail logistics platform, and Deloitte Fast 50 winner two years running - Shippit - as Head of Growth.

Having transformed the business from a small startup to medium sized business that handles over 5 million deliveries a month, Jesse joins ikaros to help share her experience with budding Australian businesses. Jesse will be responsible for providing ikaros clients with sustainable growth strategies that will improve their marketing, data and analytics capabilities.

Daniel Lohrmann, Managing Director and Founder of ikaros, said "After what was a very challenging year for many businesses, our team couldn't be more excited to have Jesse join as Principal. Her knowledge and expertise in growth will be such a critical asset for businesses looking to continue their growth trajectory into the new year."

"We care greatly about hiring the best in the industry, and Jesse's pedigree of working with one of Australia's fastest growing startups, and growing it to such a prominent position in the market, is testament to our team and calibre of knowledge we can offer businesses in the new year."

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