

# SHIPBOB'S JOURNEY

By Dan Muller

FROM A SIMPLE IDEA TO LOGISTICS POWERHOUSE

ShipBob's mission is clear: to provide the best fulfillment services for merchants in both the B2B and direct-to-consumer (DTC) spaces. Founded in 2014 by childhood friends Dhruv Saxena and Divey Gulati, the company has grown from a modest startup to a major player in the fulfillment technology industry. ShipBob is committed to enabling small and mid-sized businesses (SMBs) to thrive by offering innovative technology and insights that help them deliver exceptional customer experiences.

The story began in Saxena's apartment, where he and Gulati started a simple eCommerce venture—a text messaging bot that allowed users to create framed photo prints with custom messages for friends and family. What seemed like a straightforward idea quickly revealed the complexities of fulfillment. The founders spent countless hours at the post office, managing shipments themselves, and soon realized they weren't alone. Many other SMBs faced similar challenges, lacking the resources to scale their order fulfillment alongside their business growth. This realization sparked the idea for ShipBob.

In just a few short years, their business transitioned from a small apartment operation to an international company with headquarters in Chicago and millions of square feet of warehouse space. The name ShipBob was officially adopted to represent "bending over backwards" in service of solving SMB shipping challenges. Although Saxena admits getting a good value on the domain name may have also influenced the moniker. Despite their evolution and rapid growth, the mission stayed consistent: provide best-in-class fulfillment solutions.

### Growing the Values, Product, and Technology

ShipBob's firsthand experience taught the team how the fulfillment aspect of running a small business could impede and plateau growth. Recognizing this, they set out to eliminate that barrier for their customers. Beyond just shipping products, the team also identified the potential to enhance the customer experience through advanced, custom unboxing experiences. They expanded their offering to help brands align their packaging with their branding and ensure consistency across websites, social media, and the physical product delivered to customers.

On the technology front, the evolution of ShipBob's merchant platform was a game-changer for inventory management. Their

SMB partners could now track inventory not just for online sales, but also for in-store purchases, with year-over-year data helping them make informed decisions about how much inventory to stock and when. This kind of data-driven insight is crucial for businesses looking to optimize their operations and maximize profitability. The analytics allow them to make the best decisions on where to keep inventory or find the new markets that are most strategic for growth. These same insights also enabled ShipBob to grow with their customers and expand operations further into the US and internationally into Canada, Mexico, Europe, and Australia.

### Building Trust from Strong Values

ShipBob has positioned itself as a trusted partner by demonstrating dedication to the needs of their customers, and that's an ongoing process. Listening to customer feedback is essential for continued improvement, and that philosophy sparked their annual Fulfilled conference. It's a forum for ShipBob customers to come together with pioneers and thought leaders to explore the future of eCommerce fulfillment and logistics. It provides an opportunity for all parties to learn from market disruptors and scale their DTC and B2B businesses with insights from those who have already blazed the trail. This year's Fulfilled



ShipBob Founders Dhruv Saxena and Divey Gulati



ShipBob facility in Moreno Valley, CA

in Las Vegas was a resounding success, and the ShipBob team aims to top it again in 2025, further solidifying their role as a leader in the industry.

The conference is just one example of how ShipBob lives their five core values: mission-driven, humble, creative problem solvers, resilient, and safety-minded. These aren't just words on a wall; they are principles that guide every decision and interaction within the company. A mission-driven approach ensures that every team member is focused on the company's overarching goal of empowering SMB merchants to succeed. Meanwhile, the organization's humble perspective keeps them grounded both with customers and for collaborating internally. The company also encourages its team members to think creatively and approach challenges with innovative solutions in an ever-changing landscape. And whether it is ensuring the well-being of employees in the warehouse or protecting customer data, ShipBob has always made safety top of mind.

ShipBob's BBB Accreditation is a natural extension of their values because it speaks to their commitment to integrity and ethical business practices. Customer fulfillment and inventory management is a big responsibility.

**“The BBB Seal holds a lot of value to our customers because they are trusting us with their inventory,” Saxena says. “It’s an important affirmation for them to see in the marketplace.”**

The journey from a small apartment startup to an international fulfillment powerhouse is a story of vision, resilience, and unwavering commitment to customers. By staying true to their core values and putting integrity at the forefront of their customer service, ShipBob has positioned itself as a trusted partner for SMBs looking to grow. To stay updated on the latest developments, visit their website at [www.shipbob.com](http://www.shipbob.com) or follow ShipBob on LinkedIn, Facebook, X, and YouTube.



Saxena and Gulati share insights at Fulfilled 2024 in Las Vegas (top). Employees at ShopTalk24 and fulfillment warehouse (right and middle).

