



Always volunteer for things out of your comfort zone, it is the best way to learn by jumping in at the deep end. ”



I started working in shipping in 2015 when I was 18, through a recommendation from a friend for an admin job for APL Shipping line based in Stratford. I had a brief understanding of shipping and logistics as my dad was a Transport Manager for 20 years with CEVA Logistics and several of my family members including brother, uncle and grandad were all lorry drivers. I completed 2 years at a shipping line, achieving two promotions during this time before moving to freight forwarding.

Name:

Laura Hobby

Job title:

Inside Sales Supervisor

Company:

F.S. MACKENZIE LTD.

Pathway:

Sales

What advice would you give a young person considering an apprenticeship?

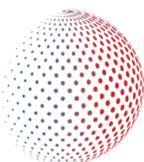
Apprenticeships are great for on-the-job training; my best advice would be to listen and take in everything around you. Always volunteer for things out of your comfort zone, it is the best way to learn by jumping in at the deep end.

Why would you encourage young people to consider a career in freight forwarding or logistics?

It can be extremely fast-paced and every day is interesting and different.

How did you get into the industry?

Through a recommendation from a friend although I did have family working in logistics.



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What does your current role entail on a day-to-day basis?

I am currently the Inside Sales Supervisor; I supervise another two people while also working alongside three Business Development Managers. Managing the day-to-day quotes and rates of the company alongside many interesting, odd projects alongside my Commercial Director.

Tell us about the best parts of the job.

Talking to people, meeting people, networking and always learning something new. You will never know everything in shipping – every day is a school day.

What is the most interesting product that you have shipped?

We have been shipping the cake mixture for Colin the Caterpillars during the M&S and Aldi dispute.

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What advice would you give to young people when they first get into a role?

Ask questions – no question is a silly question! People in freight seem to use a million abbreviations and never explain what they mean, I learned the hard way but there is nothing wrong in asking people what they mean.

How important is support from your colleagues?

I rely on all colleagues and departments around me, whether that be my team to get quotes out to customers within our turnaround time, operations colleagues to arrange shipments or accounts team to follow up client's credit facility. Having a finely tuned running team is the core to being a successful forwarder.

What is your proudest achievement?

Becoming the Supervisor of the department at 23 and recently being named the Chairperson of the BIFA Young Forwarder Network.

Finally, can you remember what you spent your first pay-check on?

I believe it would have been saving for another holiday, haha!



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