

Oncue Announces Explosive 106% Growth To Drive Faster Transformation in the Moving Industry, Expands Leadership Team With Key New Hires

Industry Pioneer Leverages Recent \$10M Series A to Scale Company Nationwide

OAKLAND, Calif. ([PRWEB](#)) March 23, 2021 -- [Oncue](#), the leading software and booking service for the moving industry, announced today that it has grown by 106% in the past 90 days, adding new hires in every department, including two additions to its leadership team. As part of its recent \$10 million Series A round led by Rethink Impact, Oncue has used the funding to scale nationwide and grow their engineering, product, sales, marketing, and customer success teams, tapping Erica Moschelli as the company's Senior Director of Sales and Ryan McManus as Director of Product Management.

“With the COVID pandemic dramatically accelerating the moving industry’s current breakneck growth rate, moving companies are struggling to keep up with this nationwide demand — so much so, that we needed to quickly expand our team in order to drive swift product growth and continue delivering unparalleled customer service,” said Kate DeWald, Oncue’s CEO and co-founder. “Whereas many organizations, especially startups, are scaling back their resources, we’re rapidly attracting the best talent for achieving our main goal: building a first-class product that scales for moving companies, enabling them to move faster and stay focused on their business growth. Welcoming Erica and Ryan to our leadership team, along with more than a dozen of talented new company hires, has been critical in meeting the demands of an ever-changing climate.”

Based in Detroit, and with a career spanning more than a decade in enterprise sales leadership at early-stage startups, Erica offers expertise in driving exponential growth, managing sales operations, and developing high-performing sales teams. Complementing those efforts, Ryan brings more than a decade of experience in product management, including managing and navigating large releases, new features, and optimizing existing feature sets. Based in Brooklyn, he is responsible for the vision and roadmap of Oncue’s product, cementing the company as the moving industry’s market leader for software and booking services.

“Throughout my career, I’ve consistently deepened my leadership skills as the first head of sales for numerous early-stage startups, often managing incredibly lean teams,” said Moschelli. “Now proudly the Senior Director of Sales at Oncue, which just raised an impressive Series A funding, I have the resources and support to really show what I can do. We’re on our way to 10X growth this year, and I’m honored to help lead the charge in transforming the lives of so many entrepreneurial SMB owners.”

In 2020, Oncue increased customer numbers three-fold and developed a partnership with Thumbtack, an online service that matches customers with local professionals. With growth further driven by frequent product releases, including a contactless “Bill of Lading” that has enabled movers and their crews to operate safely during COVID-19, the company is developing innovative new product features, such as an Oncue Bot and AI tool, as well as financial and payment products.

About Oncue:

Founded in 2017, Oncue, the leading software and booking service for the moving industry, was designed to help moving company owners spend less time on the phone answering sales calls, so they can free up valuable time to concentrate on business growth. With their innovative software platform and a professionally trained sales team ready to answer and handle movers’ calls, Oncue delivers extraordinary results for moving company owners around the country. Based in Oakland, California, the company also has offices in Phoenix and Toronto.



To learn more about Oncue visit www.uncue.co and follow them on [Facebook](#), [Twitter](#), and [LinkedIn](#).

About Rethink Impact:

Rethink Impact is the largest US-based impact venture capital firm with a gender lens that invests in female leaders using technology to solve the world's biggest problems. Rethink Impact believes that the next generation of extraordinary companies (in health, environmental sustainability, education, and economic empowerment) will find success through their relentless pursuit of mission, for the benefit of all communities. For more information visit <http://rethinkimpact.com/>



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