

# SUCCESS STORY

Drift



***“As we grow to support our customers’ diverse needs, we recognized that we had to expand our footprint and seek out a location with a budding tech scene and a diverse talent pool. Not only does Tampa have access to students from schools like University of South Florida, University of Tampa and Eckerd College, but in the past five years, tech-related jobs in the Tampa Bay area were up 27.6% and the city has been rated as one of the top places to start a career. We’re excited to capitalize on this pipeline of talent and are committed to investing in the future of the Tampa Bay area.”***

- DAVID CANCEL, FOUNDER AND CEO, DRIFT

## PROJECT CRITERIA

In August 2019, Strategic Property Partners, one of the EDC's Investors, enlisted our involvement with recruiting a Boston-based software development company to Tampa. Drift, a conversational marketing platform, with existing offices in Seattle and San Francisco was looking to expand to a new market. The company would create 100 new jobs in such areas as product/software development, customer solutions, marketing, and business development. Drift was conducting an extensive national and international search for the location of its fourth office, and Tampa would have to stand out among other emerging tech markets like Denver, Atlanta, Salt Lake City, Raleigh and Dublin, Ireland.

## GOAL OF THE PROJECT

Drift was looking for an up-and-coming location that hadn't yet been penetrated by the Googles and Accentures of the world. The winning location would have to meet a slew of criteria as Drift was looking for a place that had an emerging tech scene, the presence of a diverse talent pool and that was attractive from a recruiting standpoint. The company wanted the ability to build across all areas: engineering, customer success, sales, and marketing.

## TAMPA BAY SOLUTION

The Tampa Bay EDC initially supplied workforce data to help build the case for Tampa. Soon after, company executives flew down to Tampa for a site visit. The EDC connected them with local tech employers to discuss the local labor market and to hear their perspectives on growing their respective companies in Tampa. A subsequent visit with Drift's CEO included additional meetings with government and business leaders, including City of Tampa Mayor Jane Castor, who placed an emphasis on tech and innovation growth in the city. It was during this visit that Drift informed the EDC it had chosen Tampa for its new office. The EDC quickly offered support to help Drift ramp up its local recruitment efforts.

Tampa not only fulfilled the project criteria, but the collaboration between private and public sectors won over Drift's leadership team and truly clinched the deal.

**In December 2019, Drift announced it was expanding to Tampa with its fourth office and the creation of 100 new jobs.**

For more information about how the Tampa Bay EDC can assist your business, please contact Steve Morey, Senior Vice President of Business Development, at [smorey@tampabaycdc.com](mailto:smorey@tampabaycdc.com) or 813-518-2630.

