

“The team in Belfast is creating business-critical software that directly impacts how some of the world’s best brands run their businesses and interact with their customers,”

Seamus Cushley, VP of Research & Development,
Bazaarvoice



Each month in the Bazaarvoice network, more than a billion consumers create, view and share authentic user-generated content including reviews, questions and answers and social photos across more than 6,200 global brand and retailer websites.

From search and discovery to purchase and advocacy, Bazaarvoice’s solutions help brands and retailers reach in-market shoppers, personalise their experiences, and give them the confidence to buy. On busy shopping days, like Black Friday, its network is one of the busiest in the world.

In 2017 as part of its growth strategy the company wanted to rebalance engineering, client services and sales activity between the US and Europe, to take advantage of new talent pools and to drive customer growth in Europe. Galway and Belfast were seen as attractive options but Belfast quickly emerged as the preferred European location for the new operation because of:

- A strong supply of suitable graduates with excellent technical and professional qualifications
- Skills in the ICT sector, particularly in software development
- Government programmes designed to promote and grow the local ICT sector
- Northern Ireland was a more cost-effective option

Early in 2020 Bazaarvoice Belfast had 50 employees when it announced plans to create another 50 new jobs over the rest of the year, assuring the firm’s place in the vibrant Northern Ireland technology cluster.

Bazaarvoice’s Belfast office is now set to become the company’s first international R&D hub and will include software engineering and design, user experience, business development as well as research and development.

Bazaarvoice Inc key facts

- Founded in 2005
- HQ in Austin, Texas, with offices in North America, Europe, Asia and Australia
- 6,000 plus clients
- Listed on NASDAQ in 2012

“Our Belfast operation was initially poised to become a client service and support centre for our clients, but on visiting the office I was so impressed that we have decided that it will now become Bazaarvoice’s first international R&D lab.”

Keith Nealon,
CEO, Bazaarvoice

**Northern
Ireland**