

SMARTZER.

“The high standard of talent within the Northern Ireland ICT sector, along with the quality of students graduating from NI universities attracted us to establishing a Smartzer presence here.”

Karoline Gross, Founder & CEO
Smartzer.



Smartzer was established in London in 2012 by founder Karoline Gross and provides shoppable video technology, allowing viewers to click on items within videos and make instant purchases.

The company is currently focussed on online fashion in the retail sector.

Planned Growth

The company had several years of growth in revenue, designing bespoke shoppable video for clients in UK, France, Canada, Germany and Italy. The strategic decision was then taken to expand their offering by developing a new self-service based Software as a Service (SaaS) product. There was therefore a need to grow their development team.

The company explored a number of options including expanding their existing London office or setting up a new office in the North of England. However, with the support of Invest NI, Northern Ireland was quickly identified as the ideal location for this project.

Northern Ireland was chosen for the 16 job operation because:

- Northern Ireland has a strong supply of suitable graduates who have excellent technical and professional qualifications and a flexible approach.
- Belfast was more cost effective than the other GB options.
- Good infrastructure with high speed connectivity.

Smartzer key facts

- Founded in 2012 by Karoline Gross
- London Headquarters
- Shoppable video technology focussed on online fashion and retail videos
- Clients across Europe and North America
- Brands serviced include Swarovski, Harvey Nichols, Marks & Spencer, Jo Malone, LVMH & Estee Lauder

“Having started building our presence in Belfast, we are very excited about the growth potential of the NI development team.”

Karoline Gross, Founder & CEO
Smartzer.

Northern
Ireland

InvestNI.com