

## **London Tech Company EDITD is Creating Roles Faster Than it can Fill Them**

**6 May, 2015, LONDON** — In a pleasant reversal of the reportedly shaky state of the jobs market, London-based retail analytics firm EDITD has created positions faster than it can fill them. Yet more proof that the demand for data professionals is far from sated. To that end, EDITD will join liked-minded London companies this weekend at the Silicon Milkroundabout job fair to attract some of the city's best people into its ranks.

The company, a leader within London's tech-scene, dubbed the 'Silicon Valley of the fashion industry', is looking to double its staff of 43 in the capital over the next 12 months, as well as grow its office in New York City.

According to CEO and co-founder Geoff Watts, engineers, developers and data scientists would do well to look to innovators like EDITD over more traditional posts. "The most exciting and high-growth companies are in this sector, in London. It's great to be a part of. We never anticipated the biggest challenge would be finding enough high-caliber people to keep up with the growth," says Watts, who has seen nearly 500% growth in the last year.

Owing to its investment in domestic and international recruitment, EDITD's engineering team is as diverse as it is experienced. A petri dish of international collaboration that sees the likes of data vets such Paulo Sampaio, a Brazilian data scientist and former engineering executive in the airline industry, working alongside Bob Renwick, a homegrown senior engineer out of UCL. The culture is one where people come expecting to learn, as well as work on solving the problems of one of the world largest industries.

### **About EDITD**

EDITD is the leading retail analytics tool in the world with over 180bn data points on the fashion industry. Global brands and retailers use it daily to have the right products, at the right price, at the right time. Having outstripped the term 'startup', it now counts heavyweight international retailers like ASOS, Topshop, and Gap, Inc. among its clientele. The company is also a go-to apparel-data resource for media outlets and journalists the world over.

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