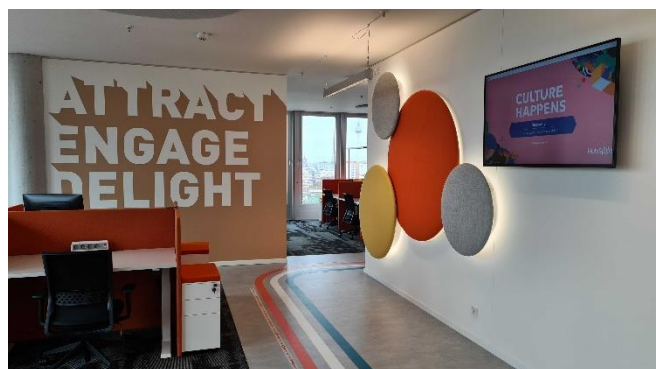




After Four Years in Berlin – HubSpot is still Growing and Investing in Local Talent

In just about four years, [HubSpot](#) has established a steadfast company-base in the bustling city of Berlin. It is the corporation's second office in Europe. One of the main reasons why the leading CRM company has chosen Berlin as the location for their first office in Germany was not only to support the DACH region and to help businesses situated there to change the way they attract, engage, and delight customers, but also because Berlin is the fastest-growing tech city on the European continent. It offers great local talent and a growing digital infrastructure. "When we opened our office in Berlin in 2017, we knew there was a demand for the inbound methodology, but the rapid growth of HubSpot's presence and footprint has exceeded our expectations", states Gregor Hufenreuter, Senior Director Sales DACH.

Originally, the company had planned to create only 75 jobs in Berlin. But soon, the first office became too small, because more talent was needed. In order to enable the Berlin team to continue to grow with further expertise, the company, which was named "Best Place to Work in Germany" by Glassdoor in 2018, decided to move into a larger office space in 2020. The move happened smoothly, despite the difficulties of the ongoing pandemic. This new space is located at the Spreeturm building and provides everything the expanding company needs: a great location and the right amount of space. HubSpot's new office is situated on the former border that divided the eastern and western parts of Berlin. The Spreeturm building itself catches visitors' eyes with its unique façade and heart-shaped entrance. The company's team has spread out over eight floors of the property. The office features top-class amenities such as collaboration spaces, a yoga room, a mother's room, a welcoming-events space, and exclusive rooftop access.



Following the investment in this large and well-equipped office space, HubSpot has continued to actively hire more talented staff. HubSpot is particularly attractive to many experts in the field of marketing software development because the company offers a progressive work concept. Only last August, the corporation announced its shift to a hybrid company model. This model lets



employees choose if they would like to work @theoffice, @flex - meaning both at the office and at home - or solely @home.

Due to the pandemic and the German government's advice to have as many people as possible work from home, the office at the Spreeturm building currently remains closed. The company has decided to follow the lead of local health authorities with regard to when it is safe to return to the office in a phased and thoughtful manner. Even when the office will be opened again, the decision to work there will be up to the staff. "We are well equipped to continue to support employees who feel more comfortable working from home for the foreseeable future", says Gregor Hufenreuter. However, some are eager to get back to the office. For those who will finally return, HubSpot has designed a well-thought-out hygienic concept.

Developed as an internal document, HubSpot's own company [Culture Code](#) has long been shared with the world and has been updated about 25 times. Within the last four-plus years, the Berlin team has also taken the time to localize this [Culture Code into German](#). Central to the corporation's Culture Code is the motto to create an environment where employees love to come to work each day. Transparency, Flexibility, and autonomy are core elements of this code.

In the beginning of February, HubSpot announced their plans to hire once again. The goal is to welcome 150 new members into the team by the end of 2021. In accordance with the company's recent announcement to shift to a hybrid model, the new employees can decide whether they want to work @theoffice, @flex or solely @home. For this reason, the corporation's investment in new



talent will not only focus on Berlin but on all parts of the country: "We are especially focused on investing in top talent in Berlin, but also across Germany. We believe that access to career opportunities and growth shouldn't be defined by your zip code. Becoming a hybrid company will help increase our access to talent, especially outside of our existing networks, cities, and local offices. So, we are excited to meet people who, in the past, maybe haven't had the option to pursue a tech-related job they love from

where they live", states Gregor Hufenreuter.

Yet, Berlin will remain the hub for the company to further expand its engagement in the DACH region. And its success story here is far from being finished.

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