MEDIA RELEASE

Xero makes Toronto its North America product and technology hub

Plans for global product and platform growth; reinforces commitment to Canada

Toronto, Canada — July 29, 2020 — Xero, the global small business platform, today named its Toronto office as the company’s North American hub for product development and technology innovation.

The decision marks a major commitment to the Canadian market and Xero’s accelerating investments in North America. Xero will hire product and technology specialists across its cloud accounting platform starting with global Payments, Billing and Automation, artificial intelligence (AI), data and machine learning (ML).

According to the 2020 Scoring Tech Talent Report from CBRE Group Inc., Toronto is one of the top four markets in North America for technology talent.

New positions will include:

- Software developers in the engineering team, responsible for testing critical components of Xero’s future infrastructure, automating data ingestion and improving the workflow of financial documents flowing in and out of Xero.
- Data scientists, engineers and product owners to scale Xero’s machine learning and artificial intelligence capabilities.
- User experience designers and researchers focused on creating market leading product experience that is beautiful, simple and intuitive.

“This is a strategic commitment to our expansion in North America," said Tony Ward, President, Americas at Xero. “It validates the excellence of our existing team in Toronto, and reflects the deep technology talent in Toronto that will accelerate our drive to deliver smart, data-driven and personalized services to small businesses around the world.”

The new Toronto hires will also build upon Xero’s data automation technology and capabilities. Xero will continue to invest in and expand the artificial intelligence and machine learning features that help the company’s more than two million subscribers automate manual tasks, boost efficiency and gain better insights into business performance.

“Our product and technology teams are at the heart of Xero’s mission to provide small business owners with the tools and insights they need to be more successful,” said Anna Curzon, Chief Product Officer, Xero. “Our product and technology teams in Toronto will help boost Xero’s cloud accounting products, bringing more value to our small business customers and their advisors.”
Xero’s globally distributed technology hubs are fundamental to the company’s commitment to its core markets, ensuring the engineers, designers and specialists that build Xero work and live in the same communities that use the platform every day.

Toronto joins Xero’s other product and development hubs in the Southern Hemisphere - Wellington and Auckland, New Zealand, and Melbourne, Australia - and will work closely with the technology teams in New York and Denver.

**Xero strengthens commitment to Canada**

Designating Toronto as a product and technology hub reinforces Xero’s commitment to Canada. Xero opened its new Toronto office last year and also recently announced upcoming new product features specific for Canadian accounting and business professionals.

Featuring top universities with well-known STEM programs, the city of Toronto is a compelling tech hub for a global company like Xero. To help develop the next generation of talent in the region, Xero supports programs with the University of Waterloo to hire engineering students for four-month rotational internships, and with the University of Toronto to hire students through the Professional Experience Year (PEY) Co-op Program.

To learn more about open roles in Toronto, please visit Xero’s careers page.

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**About Xero**
[Xero](https://www.xero.com) provides a beautiful and easy-to-use cloud-based accounting software service for small businesses and their advisors around the world. Xero connects more than two million subscribers with an ecosystem of over 800 third-party apps and 200 plus connections to banks and financial service providers. The [IDC MarketScape](https://www.idc.com) recognised Xero as a Leader in the Worldwide SaaS and Cloud-Enabled Small Business Finance and Accounting Applications 2020 Vendor Assessment. On the 2020 Financial Times High-Growth Companies Asia Pacific list, Xero was the largest company by revenue to come from New Zealand or Australia. Xero has also been included in the 2020 Bloomberg Gender-Equality Index and the FTSE4GOOD Australia 30 Index.