**Next generation data management platform to double its workforce with move to Teesside’s newest digital hotspot**

Innovative intent data management platform Carbon DMP has moved into the heart of Teesside’s flourishing technology hub, as it reveals plans to double its North East workforce within the next 18 months.

Relocating to Middlesbrough’s Historic Quarter Enterprise Zone, the 24-strong team now occupies 5,000 sq ft - one the biggest newly regenerated units - in the SIXTEEN26 building at the eclectic Albert North development.

Having spent three years at Cleveland Business Centre, Clicksco-owned Carbon DMP officially opened the doors at its new location this month (July), following the rapid expansion of its cutting-edge audience targeting and monetisation technology. Pioneered by the award-winning team of digital consultants, developers and data scientists, Carbon DMP’s unique suite of tools and solutions have been embedded by leading US and European publishers, brands and agencies.

Pete Danks, divisional CEO at Carbon DMP, says the decision to take up larger, more flexible space was primarily driven by the company’s commitment to innovation. He explained: “Innovation is central to everything we do - we’re lucky to have some of the best creative minds in the sector developing our industry-leading technologies and as such, we recognise the importance of ensuring they have the optimal environment to thrive.”

Offering its employees the option of a four-day working week, Carbon DMP also gives every team member two hours of wellness time per week so they can recharge their batteries. The company’s new office even boasts a dedicated ‘wellness room’ – a major design element that aligns to its people-centric culture, with the aim of stimulating long-term productivity.

Pete added: “There are plenty of activities for our staff to get involved in such as yoga, table tennis and pool and we’re looking forward to having several new starters join us in the coming weeks. As a champion of wellbeing in the workplace, it’s invigorating to see the positive impact it has on our people – contributing not only to retaining highly-skilled digital experts, but attracting specialists at all levels, whether that’s filling senior technical roles or engaging interns from the region’s rich talent pool. Innovating in this way is the key to our success, as demonstrated by our raft of new appointments and active recruitment strategy, which supports our ambitious plans to double our headcount by the end of 2020.”

With firms such as Mabo Media and Salesfire already counted as neighbours, Carbon DMP is one of many technology companies flocking to the area as it becomes an established digital cluster.

Pete continued: “Moving to Albert North perfectly positions our team within a bustling commercial district and it’s exciting to be part of the buzz - especially as Middlesbrough has been identified as a fast-emerging UK digital tech hotspot. As Carbon DMP heads into this next stage of growth, that’s a major draw for us. We welcome the opportunity to connect with a wider community of like-minded businesses while we strive to position our technology as a must-have for brands, agencies and publishers located in the North East and beyond.”

Mark Hill, Commercial Property Director at Jomast, which owns the development said: “It’s very exciting that Carbon DMP, another award winning company, has decided to join the ever-growing tech community at Albert North. Working with their appointed designers and using our experienced fit-out team, we have together created a fantastic space for both working and relaxing. We wish them every success with their ambitious growth plans.”

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