

Work app unicorn Notion chooses Dublin for European HQ

Fast-growing workplace productivity platform Notion has selected Dublin for its EMEA headquarters.

[Notion](#) is building out its team in Dublin, capitalising on the desire of companies to support new ways of working.

The tech unicorn which is valued at more than \$2bn has seen its daily active users grow fourfold over the past year.

The collaboration tool, which for many companies centralises and combines essential tools and workflows, has built on its reputation as a mainstay of US tech companies.

It is used by global brands such as Nike, McDonalds, Samsung, Lululemon and Tinder, and by millions of people across Europe – including some of Ireland’s fastest growing brands such as Wayflyer, Storyful, Glofox, Flipdish, Hostelworld and CarTrawler.

Dublin has a Notion for itself

“Dublin’s thriving tech scene makes it the perfect HQ for Notion, with its talented workforce exactly what we need to help Notion cement its shift upmarket after winning massive consumer popularity,” said Ivan Zhao, co-founder and CEO of Notion.

“I can see our Dublin presence becoming a major international hub over the next few years and I’m excited to build out our team.”

Notion gives users a digital workplace that can unify all teams and make it easy for them to customise the way they work together - saving time, improving transparency and reducing the need for meetings and emails.

Notion’s initial focus in Dublin will be on building out its teams across Sales, Marketing, and Customer Experience.

The company’s online community has also spawned its own ecosystem of template makers and consultants who are creating content to help teams get the most out of the tool.

“Our community in Europe is exciting and vibrant, and together we are building something special: not just new tools, but new ways of building and innovating together,” said Robbie O’Connor, GM EMEA at Notion.

“I’m delighted that Dublin will be our HQ in EMEA, initially focused on building out our customer-facing teams but leveraging Dublin’s considerable talent-base over time to bring other functions here.”

Notion is a client company of IDA Ireland.

“Notion is joining a thriving tech scene of fast growing and innovative companies choosing Dublin as the preferred location to establish its EMEA HQ,” said Donal Travers, Divisional Manager, Technology, Content, Consumer & Business Services and Emerging Business at IDA Ireland.

“Notion is experiencing phenomenal growth and IDA Ireland offers the company our ongoing support as it scales its team here.”