

Athletes' favourite app Strava sprints into Dublin

Strava, the app platform used by 88m athletes all over the world, is rapidly growing its footprint in Dublin.

[Strava](#) says it has hired 10 people to lead its European operations in Dublin and plans to double its headcount.

The new office in Dublin will be pivotal in accommodating the rapid growth of the platform, which is adding 2m athletes per month, and will leverage the city's diverse tech talent pool.

This international expansion comes at a high-momentum moment for Strava as its global community continues to grow rapidly.

Making strides

In addition to its corporate headquarters in San Francisco, California and offices in Denver, Colorado and Bristol, UK, Strava's Dublin-based team will serve athletes across Europe and around the world.

"Expanding in Dublin is a great opportunity for our growing company to become a technology leader in Ireland and the EU, and our team will do this by remaining steadfastly committed to our athlete community," said Strava's CEO Michael Horvath.

"Proximity to our UK office and our large and highly active European athlete community ensures our Ireland-based team will make huge contributions toward fulfilling our mission and sustaining our company culture."

So far this year, Strava has hired 10 full time employees in Dublin across its product, design, engineering and community management teams and is actively recruiting for additional roles with plans to double its local headcount soon. Strava is supported by the Irish Government through IDA Ireland.

"Strava's decision to set up here is very welcome and will add to the cluster of sportstech companies operating here. Ireland remains a stable and highly predictable investment location for high growth companies due to our deep talent base and access to the EU market," said Dónal Travers, head of Technology, Consumer and Business Services at IDA Ireland.

"I'm delighted to see Strava picking Dublin as the location of our new European office. Ireland may be a small country but it has a powerful international sporting presence in a multitude of activities,

not to mention the beautiful and dramatic scenery that invites you to get out and be active every day,” said Andrés Roughan, Trust & Safety Support Manager at Strava and the company’s first employee hired in Ireland.

“The Dublin office will bring more of the European and international athletic perspective into our product as we grow locally and continue building a brilliant experience for our athletes globally.”