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Boomtown! Expands to Scottsdale

PHOENIX (April 1) – San Francisco based Boomtown! is the latest tech company out of California to announce their plans to expand their operations in North Scottsdale. Founded in February 2014, the company has continued to grow, and has selected the Greater Phoenix region for its first expansion.

Boomtown! fixes everyday merchant technology problems in real time, providing on-demand installation and support of in-store technology, resulting in reduced business costs, increased revenue and the prevention of lost sales.

"Being a Chicago transplant I've had the privilege of watching the evolution of the Phoenix/Scottsdale Start-Up scene over the past four years, all while building a company that was headquartered in the San Francisco Bay area. It's been exciting to see the likes of Weebly, Zenefits and Apple as they set up shop here and also watch locally grown successes like WebPT, GoDaddy, and Infusionsoft, said Paul Wyer, Boomtown! Head of Operations and co-founder.

"I've met some really talented people in the valley that wish they had similar "bay start-up opportunities" and they felt like they had to move to California to get access to those kinds of jobs. I want to keep Arizona talent in Arizona, so we decided to build-out our Boomtown Operations Team here," Wyer continued. "It's a ripe location for start-up growth and we get access to eager and technically talented candidates from Valley-based universities and companies."

Using new age technology, Boomtown! provides merchants with immediate support, remotely though the app. This saves businesses time and money. With more than 350 technicians across the country, Boomtown! is also able to dispatch local technicians to businesses when needed.

"I'm glad to learn that Boomtown has chosen to expand its operations to Scottsdale. We believe our community is a natural fit for vibrant companies who value quality of life as much as the bottom-line," said Scottsdale Mayor W.J. "Jim" Lane.

"Greater Phoenix has a larger base of qualified software workers than any other market in the mountain region, and is poised to grow by 14 percent over the next five years," said Chris Camacho, president and CEO of the Greater Phoenix Economic Council. "The availability of talent coupled with a competitive operating environment, continues to draw companies like Boomtown! to the region. We look forward to seeing their growth in Scottsdale."

To learn more about Boomtown!, visit www.goboomtown.com.

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About Boomtown!
Boomtown is working to build a better technology experience for businesses across the United States. The goal is to create a fast, easy and affordable way for businesses to put their technology concerns behind them. Boomtown works with the best and most innovative merchant technology providers in the country. Developing close working relationships with partners allows Boomtown to deliver an unparalleled support experience to its merchants. For more information, visit www.goboomtown.com.

About the City of Scottsdale
Scottsdale, one of Arizona's 10 largest cities, is a premier visitor location as well as a tremendous place to live and do business. It is home to 125 golf courses, 220 tennis courts, dozens of parks and hundreds of miles of bike paths and hiking trails, and a Downtown with more than 20 hotels, 90 restaurants, 320 retail shops and 80 art galleries. Scottsdale Airport and its surrounding Commerce Airpark area is headquarters to nearly 2,500 businesses with more than 48,000 jobs. The high-tech innovation center SkySong, located just a few miles from Downtown, is designed to help companies grow through a unique partnership with Arizona State University. Scottsdale was recently named one of the Top 100 Best Places to Live in the United States, and was honored as Arizona's 2013 "eCity" by Google. For more information, visit ChooseScottsdale.com.

About the Greater Phoenix Economic Council (GPEC)
A true public-private partnership, GPEC is the regional economic development organization for Greater Phoenix. Working with its 22 member communities, Maricopa County and more than 170 private investors, GPEC attracts quality businesses to this dynamic region. By creating a high-performance economy through capital investments and jobs, Greater Phoenix companies enjoy a business climate where they can compete and thrive in today's global economy. Since 1989, GPEC has worked to achieve an economically sound and sustainable region. For more information, visit www.gpec.org