



## **JLL Signs Latest Tech Tenant to Old Town Scottsdale: OutboundEngine**

*Submarket lures leading cloud-based marketing automation provider*

**PHOENIX, March 31, 2015** – The [Phoenix office of JLL](#) has signed [OutboundEngine](#), the 100 percent done-for-you email, social media and content marketing platform, to a new lease at 4110 N. Scottsdale Rd. in Old Town Scottsdale, a market that is becoming increasingly flush with high-tech and internet-related corporate office tenants.

Based in Austin, OutboundEngine specializes in content, email and social media marketing to drive engagement, leads and referrals. The company will use the new location as a regional sales and business development center, and plans to hire 60 employees over the next year.

“Phoenix has a vibrant economy that is attracting a great deal of top talent,” said Branndon Stewart, founder and CEO of OutboundEngine. “As we looked to expand our office and grow our sales team, the Phoenix area seemed like the ideal next step.”

“Scottsdale’s thriving downtown, quality education opportunities and urban lifestyle continues to attract growing companies like OutboundEngine,” said Scottsdale Mayor W.J. “Jim” Lane. “We find that tech companies from across the U.S. are discovering Scottsdale to be the place when they’re looking for a unique, business friendly community to locate and grow their corporate operations.”

“More and more companies are discovering opportunities in the Greater Phoenix region to expand their operations,” said Chris Camacho, president and CEO of the Greater Phoenix Economic Council. “Mayor Lane and his team, led by Danielle Casey, do a tremendous job emphasizing the benefits of living and working in Scottsdale. And the brokerage team at Jones Lang LaSalle has been pivotal in ensuring companies such as OutboundEngine find the right real estate solution in a thriving community.”

“Projects like the Galleria and Camelback Square are quickly filling with tech tenants looking for the same setting that attracted OutboundEngine,” said JLL Managing Director [John Pierson](#), who represented OutboundEngine along with JLL Associate [Trevor Pratt](#). “When it comes to the ideal mix of dining, entertainment and business synergy, Old Town Scottsdale offers a venue that is difficult to beat.” OutboundEngine is scheduled to move into its new space, at the corner of Scottsdale and Indian School roads, in April.

### **About OutboundEngine**

OutboundEngine is a hands-free marketing service for small and mid-sized businesses. The cloud-based platform automates the delivery of timely, tailored e-mail, social and content marketing programs for all kinds of industries. Its personalized and touchless approach helps business owners nurture and reach customers, while freeing them up to do what they do best – their jobs. For more information, see: [www.outboundengine.com](http://www.outboundengine.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](http://www.gpec.org)

#### **About JLL**

JLL (NYSE:JLL) is a professional services and investment management firm offering specialized real estate services to clients seeking increased value by owning, occupying and investing in real estate. With annual fee revenue of \$4.0 billion and gross revenue of \$4.5 billion, JLL has more than 200 corporate offices, operates in 75 countries and has a global workforce of approximately 53,000. On behalf of its clients, the firm provides management and real estate outsourcing services for a property portfolio of 3.0 billion square feet, or 280.0 million square meters, and completed \$99.0 billion in sales, acquisitions and finance transactions in 2013. Its investment management business, LaSalle Investment Management, has \$53.0 billion of real estate assets under management. JLL is the brand name, and a registered trademark, of Jones Lang LaSalle Incorporated.

In Phoenix, JLL is a market leader employing nearly 500 of the region's most recognized industry experts offering office, industrial and retail brokerage, tenant representation, facility and investment management, capital markets and development services. In 2013, the Phoenix team completed 10.3 million square feet in lease transactions valued at \$512 million, directed \$72 million in project management and currently leases and/or manages a 22.8 million-square-foot portfolio. For more news, videos and research resources on Jones Lang LaSalle, please visit [www.jll.com](http://www.jll.com) or [www.jll.com/phoenix](http://www.jll.com/phoenix).

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