Atlassian Expands European Operations and Begins European-wide Recruitement Drive

Press Release

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AMSTERDAM--(BUSINESS WIRE)--Atlassian today announced a major European drive to recruit multiple in-country 'Ambassadors' throughout Europe. Additionally, Atlassian introduced a new crowdsourced translations platform - translations.atlassian.com - and localised versions of their website.

Atlassian, an Australian-based software company with more than 20,000 enterprise customers worldwide and over 8,000 customers across Europe, makes software development and collaboration tools to help teams conceive, plan, build and launch great products. In July, Atlassian announced that Accel Partners, a premier global venture capital firm, made a €42,000,000 minority equity investment in Atlassian -- its single largest investment in a software company -- to help the company expand operations worldwide and accelerate M & A. In September, Atlassian announced it acquired a Greece-based code-hosting provider, Bitbucket, an early indication of the momentum Atlassian is building in Europe.

Atlassian's 8,000+ European customers include some of the world's top brands such as the BBC, BMW, GlaxoSmithKline, KLM, L'Oreal, Nokia, Royal Dutch Shell, Siemens, and Telefónica de España.

European Recruitment Drive - Focusing On In-country Ambassadors

Atlassian's European hiring drive includes adding sales, marketing, channel and support resources in Europe. However, the initial focus will be on placing in-country 'Ambassadors' in multiple countries across Europe.

"The Ambassadors role presents an awesome opportunity for passionate developers to evangelise the craft of software development within their countries," said Benjamin Naftzger, Atlassian's EMEA Sales & Marketing Director. "Ambassadors will be important in-country representatives, organising community-based user groups, supporting and speaking at regional events, providing support to partners and our rapidly growing developer ecosystem, and building close ties with our European customers."

Atlassian's recruitment drive for Ambassadors continues its unique and award-winning approach to talent recruitment. The company is offering $10,000 staff referral bonuses, free international flights for public referrals and a special incentives program for recruiters. "We hope we can generate a lot of buzz for these opportunities," Naftzger added.

Potential Ambassadors, or those interested in referring a candidate, are asked to visit http://www.atlassian.com/europe for more information.

Increased European Customer Resources via "crowdsourced" Translations & Localised Websites

Atlassian is also announcing the expansion of its translations program to "crowdsource" the localisation of their products into multiple languages. A new technology platform, Atlassian Translations, enables customers and partners to translate products collaboratively. In the short time that the site has been live over 100,000 translations have been entered by users. As a result, over 30 language packs are available for Atlassian's core products JIRA, GreenHopper and Confluence.

Atlassian also published localised versions of their website, targeting key European countries. The localised websites highlight local and regional events and provide local language overviews of the company and products.

For more information, visit http://www.atlassian.com/europe.

About Atlassian

Atlassian provides software development and collaboration tools to help teams conceive, plan, build and launch great products. More than 20,000 organisations of all sizes use Atlassian's issue tracking, collaboration and software development tools to work smarter and deliver quality results on time. Learn more at http://atlassian.com.