

E-commerce firm Interspire plans to boost its Austin workforce

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E-commerce software company Interspire is growing, and officials are using cash to attract top talent.

Executives of the company, which has offices in Austin and Sydney say the Texas office will grow from about 40 employees to 70 by year's end.

The growth has been "pretty astounding," Steve Donnelly , human resources and recruitment manager, said Thursday.

Interspire also is looking to make some high-level hirings, including vice presidents for engineering , marketing and tech support— the latter two of which will work in Austin.

To fill those executive spots, the company is offering a \$10,000 referral fee per position. Rather than going with an outside recruiter, which Donnelly said would cost more, the company is sticking with its "bootstrapped mentality."

If the incentives lead to the company attracting "the best of the best," they will be worth it, he said.

Aside from the executive hirings, the company will add Austin jobs in sales and tech support, Donnelly said. After the vice president of marketing is hired, the company will build out a full marketing department, he said.

With \$7.4 million in 2009 revenues, Interspire was named the 44th fastest growing software company in the U.S. by Inc. Magazine last year.

Overall, the company now has more than 40,000 clients, driven in large part by its e-commerce platform product, BigCommerce, which is approaching 15,000 clients, according to the company.

"We feel good about the fact that a lot of businesses are growing because we're growing," Donnelly said.

Its customers range from mom-and-pop operations selling baked goods to larger firms with more retail experience.

The BigCommerce software allows entrepreneurs to create a Web storefront and accept payments from a variety of methods.

It also provides tools for merchants to market their products through email and social networking sites, as well as to boost their profiles on search engines.

"People are getting more savvy about e-commerce, and they realize, 'If I've got a good idea and a good product, I can sell that as a side business or a full-fledged venture,'" Donnelly said.

Courtesy of JB Goodwin