

Magenta Technology reaches company growth milestone

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London, 15 September 2016: Magenta Technology, the company behind the dynamic route management software Maxoptra and the private hire dispatch solution Echo, has reached a significant milestone. With offices in the UK, Russia and the USA, Magenta has recently appointed its 200th employee. The recruitment of the new joiner, Alexandra Ovsyannikova, to the online marketing team follows a period of strong growth in both sales and recruitment. Both the Maxoptra and Echo business divisions have announced a number of high profile new wins in recent months, including Leekes, Warren Evans, Blackberry Cars and Station Cars with many others soon to follow.

“Our international reputation and proven capability as an innovative and forward thinking software house has enabled us to become one of the ‘go to’ companies for some of the brightest talent coming out of Europe’s top academic institutions,” commented Anton Dmitriev, CEO of Magenta Technology. “This concentration of talent ensures we remain at the forefront of innovation and, together with our international management team, means we are ideally placed to make significant inroads into our core markets of distribution, service management, taxi and private hire.”

The appointment of the 200th employee follows a period of sustained growth both in the UK and overseas. Magenta already employs more than 160 people at its Research and Development Centre and continues to recruit the strongest talent from Europe’s top technical universities and academic institutions. At the company’s Head Office, Magenta has recently made a number of key appointments to the senior management team, including Torsten Brose who joined as Echo Business Development Director, and Jane Geary who took on the role of Marketing Manager.

Magenta Technology was incorporated in 1999 and has gone from strength to strength, working with blue-chip organisations such as Addison Lee, Gist, Avis Car Rental and Greentomatocars. Magenta’s advanced routing, scheduling and dispatch solutions are underpinning the day to day operations of more than 100 customer organisations around the world, delivering operational efficiencies, cost savings and customer service boosts for thousands of vehicles that are out on UK and international roads every day.

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