

# OC Software Jobs Hold Steady Amid Push for More

## Blizzard Entertainment Keeps No. 1 Spot

By KEVIN COSTELLOE

Local business leaders are calling for more high-paying tech jobs in Orange County, as the employment level at the region's largest software firms has remained almost steady over the last 12 months.

Total jobs for the top 24 firms surveyed by the Business Journal was 8,355 as of July, flat compared to the previous 12-month period.

Video game maker **Blizzard Entertainment**—developer of such mega-hits as **Diablo** and **World of Warcraft**—in Irvine continues to lead the list with an estimated 2,700 employees in OC.

Its parent company, **Activision Blizzard** (Nasdaq: ATVI) of Santa Monica, is awaiting regulatory approval to be acquired by **Microsoft Corp.** in a \$68.7 billion deal.

Computer behemoth **IBM Corp.**, with headquarters in Armonk, N.Y., is the second largest local software firm with an estimated 1,200 employees in OC, unchanged from last year.

Florida-based **UKG Inc.**, formerly known as Ultimate Software, with headquarters in Weston, Fla., and local offices in Santa Ana, was in third place with an estimated 440 employees in OC.

The highest-ranked software company with headquarters in Orange County is data analytics firm **Alteryx Inc.**, (NYSE:



Ad from micro-investing platform Acorns Grow: counts an estimated 210 local employees

AYX), with an estimated 350 people now based at of the firm's new headquarters at the **Spectrum Terrace** campus alongside the San Diego (405) Freeway.

Alteryx maintained its No. 5 slot on the list.

The rankings are based on local headcount, and are calculated from numbers obtained, estimated and compiled by the Business Journal.

Companywide employment for the 24 firms rose 0.3% over last year's count to 701,389.



### Stronger Competition

As competition heats up across the country to create hubs of innovation, business leaders are being pushed to create more local tech jobs.

Orange County needs to create more high-paying positions in the tech and innovation sectors to keep up with San Diego County and other areas in California, **Chapman University** Economics Professor and President Emeritus **Jim Doti** said in June.

His team's figures show OC job growth in

advanced industries rising 10% from the first half of 2015 to the first half of 2021, while the comparable number for San Diego was 23%.

In a recent commentary in the Business Journal, OC entrepreneur and new **ShiftLeft** CEO **Stuart McClure** (see story, page 1) echoed this demand with world-renowned AI and technology expert **Stephen Ibaraki**.

"For long-term economic success, Orange County needs to stake its claim in the digital economy and emerging tech," the pair wrote last month. "Competition is fierce."

### Notables

In other local company moves:

■ Irvine-based micro-investing firm **Acorns Grow Inc.**, co-founded in 2014 by **Walter Cruttenden** and son **Jeff Cruttenden**, moved up two places to No. 7 with about 210 local employees.

■ Corona del Mar-based medical technology company **Tebra Technologies Inc.**, formed from the merger of **Kareo** and **Patient Pop** of Santa Monica last year, placed No. 8 this year with 207 employees.

■ Vehicle tracking company **Spireon** and cannabis-industry company **WM Technology**, both based in Irvine and with an estimated 200 staff members each, were in a three-way tie for No. 9 with Seattle-based tech real-estate marketplace **Zillow**.

**Kantata**, provider of business process software that was formed from the merger of Irvine-based **Mavenlink** with a U.K. company, came in at No. 18 with an estimated 150 employees in OC. It was tied with the local operations of Microsoft. ■

## THE LIST SOFTWARE COS.



**MARK ANDERSON**  
CEO  
Alteryx Inc.



**JAMES ARNOLD JR.**  
CFO  
NextGen Healthcare Inc.



**REYNOLDS C. BISH**  
CEO  
Kofax Inc.



**NAVEEN POONIAN**  
CEO  
iBASEt



**DAN RODRIGUES**  
Co-Founder and CEO  
Tebra Technologies Inc.



**MIKE YBARRA**  
President  
Blizzard Entertainment Inc.

# THE LIST SOFTWARE COS. | ► NEXT WEEK'S LISTS *Architecture Firms / Engineering Firms*

RANKED BY NUMBER OF OC EMPLOYEES

| Rank             | Company   | Company logo  | OC employees               | Companywide employees      | Parent company                      | Partial list of products  | Year founded | Top local official(s)  |   |
|------------------|---|---|----------------------------|----------------------------|-------------------------------------|---|--------------|--|---|
| Prev. Rank       | •Address  |   | •yearly % change           | •yearly % change           | •Corporate headquarters             |   | •Title       | •Phone/fax   |   |
| <b>1</b><br>(1)  | <b>Blizzard Entertainment Inc.</b><br>1 Blizzard Way<br>Irvine 92618-3628<br>Website: blizzard.com  |    | 2,700 <sup>(1)</sup><br>NA | 4,000 <sup>(1)</sup><br>NA | Activision Blizzard<br>Santa Monica | Online video games, esports leagues   | 1991         | Mike Ybarra<br>president<br>(949) 955-1380/(949) 737-2000                              |    |
| <b>2</b><br>(2)  | <b>IBM Corp.</b><br>600 Anton Blvd., Ste. 300<br>Costa Mesa 92626-7221<br>Website: ibm.com  |    | 1,200 <sup>(1)</sup><br>NA | 307,600<br>-11%            | IBM Corp.<br>Armonk, N.Y.           | AI and hybrid cloud technology and services   | 1911         | Arvind Krishna<br>CEO<br>(714) 472-2237  |    |
| <b>3</b><br>(3)  | <b>UKG Inc.</b> <sup>(2)</sup><br>5 Hutton Centre Drive, Ste. 130<br>Santa Ana 92707-8738<br>Website: ultimatesoftware.com<br>Email: ultiproinfo@ultimatesoftware.com |    | 440 <sup>(1)</sup><br>NA   | 6,000 <sup>(1)</sup><br>NA | UKG Inc.<br>Weston, Fla.            | Human resources, payroll, benefits, talent management, talent acquisition, time and labor management, learning, surveys, analytics  | 1990         | John Stauffer/John Moore<br>VPs, Ultimate Kronos Group<br>(949) 214-2710               |    |
| <b>4</b><br>(4)  | <b>Oracle Corp.</b><br>17901 Von Karman Ave., Ste. 800<br>Irvine 92614-5241<br>Website: oracle.com<br>Email: oraclesales_us@oracle.com                                |  | 425 <sup>(1)</sup><br>NA   | 133,000<br>0%              | Oracle Corp.<br>Austin, Texas       | Cloud technologies, applications, databases, servers, storage   | 1977         | wnd<br>(650) 506-7000  |   |
| <b>5</b><br>(5)  | <b>Alteryx Inc.</b><br>17200 Laguna Canyon Road<br>Irvine 92618-5403<br>Website: alteryx.com<br>Email: laura.groshans@alteryx.com                                     |  | 350 <sup>(1)</sup><br>NA   | 2,600<br>30%               | Alteryx<br>Irvine                   | Data collaboration, preparation, data blending, analytics, modeling and deployment  | 1997         | Mark Anderson/Dean Stoecker<br>CEO/executive chairman<br>(888) 836-4274/(714) 516-2410 |  |
| <b>6</b><br>(8)  | <b>Sage North America</b><br>7595 Irvine Center Drive, Ste. 200<br>Irvine 92618-2963<br>Website: sage.com   |  | 220 <sup>(1)</sup><br>NA   | 2,000 <sup>(1)</sup><br>NA | Sage Group<br>Atlanta               | Business management software, services  | 1981         | Aziz Benmalek<br>president, North America<br>(866) 996-7243                            |  |
| <b>7</b><br>(9)  | <b>Acorns Grow Inc.</b><br>5300 California Ave.<br>Irvine 92617-3230<br>Website: acorns.com   |  | 210 <sup>(1)</sup><br>NA   | 350 <sup>(1)</sup><br>NA   | Acorns Grow Inc.<br>Irvine          | Financial wellness system that enables users to save and invest   | 2014         | Noah Kerner<br>CEO<br>(855) 739-2859   |  |
| <b>8</b><br>(6)  | <b>Tebra Technologies Inc.</b> <sup>(3)</sup><br>1111 Bayside Drive, Ste. 150<br>Corona Del Mar 92625-1762<br>Website: tebra.com<br>Email: lindsey.keefner@kareo.com  |  | 207<br>-1%                 | 1,058<br>94%               | Tebra<br>Corona Del Mar             | Kareo Billing (practice management), Kareo Clinical (electronic health record), Kareo Engage (patient engagement), Kareo BillCo Edition (medical billing company software), Kareo Telehealth, PatientPop practice growth technology | 2021         | Dan Rodrigues<br>co-founder/CEO<br>(888) 775-2736/(949) 209-3473                       |  |
| <b>9</b><br>(10) | <b>Spireon Inc.</b><br>18881 Von Karman Ave., Ste. 1500<br>Irvine 92612-1582<br>Website: spireon.com  |  | 200 <sup>(1)</sup><br>NA   | 450 <sup>(1)</sup><br>NA   | Spireon Inc.<br>Irvine              | Provides cloud-based GPS vehicle tracking and fleet management solutions for businesses and consumers   | 2002         | Kevin Weiss<br>CEO<br>(800) 557-1449   |  |
| <b>9</b><br>(NR) | <b>WM Technology Inc.</b><br>41 Discovery<br>Irvine 92618-3150<br>Website: weedmaps.com   |  | 200 <sup>(1)</sup><br>NA   | 550<br>-9%                 | WM Technology Inc.<br>Irvine        | Provides e-commerce and compliance software solutions to cannabis retailers and brands  | 2008         | Chris Beals<br>CEO<br>(844) 933-3627   |   |

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**Abbreviations:** NA: not applicable; wnd: would not disclose

Note: To the best of our knowledge, this information is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Unless otherwise noted, the information on this list was provided by the companies themselves. List may not be reprinted without permission of the editor. Photos show the first top official listed.

<sup>(1)</sup> Business Journal estimate

<sup>(2)</sup> Previously listed as Ultimate Software

<sup>(3)</sup> Previously listed as Kareo Inc.

Researched by Meghan Kliever

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RANKED BY NUMBER OF OC EMPLOYEES

| Rank       | Company  | OC employees             | Companywide employees      | Parent company   | Partial list of products  | Year founded | Top local official(s)   |   |
|------------|--|--------------------------|----------------------------|--|---|--------------|---|---|
| Prev. Rank | Address  | •yearly % change         | •yearly % change           | •Corporate headquarters  |   |              | •Title<br>•Phone/fax  |   |
|            | Company logo   |                          |                            |  |   |              |   |   |
| 9<br>(NR)  | <b>Zillow Group Inc.</b><br>2600 Michelson Drive, 12th floor<br>Irvine 92612-1550<br>Website: zillowgroup.com                                    | 200 <sup>(1)</sup><br>NA | 8,000 <sup>(1)</sup><br>NA | Zillow Group Inc.<br>Seattle                                   | Website and mobile applications for the residential real estate market  | 2006         | Libby Cooper<br>VP, strategy & operations<br>(206) 757-4520                               |    |
| 12<br>(7)  | <b>NextGen Healthcare Inc.</b><br>18111 Von Karman Ave., Ste. 600<br>Irvine 92612-7110<br>Website: nextgen.com<br>Email: ir@nextgen.com          | 198<br>-25%              | 2,687<br>4%                | NextGen Healthcare Inc.<br>Atlanta                             | Electronic health record and practice management software and services for ambulatory providers; platform includes interoperability tools, analytics, population health, RCM, Patient Experience Platform, mobile and more  | 1974         | James Arnold Jr.<br>CFO<br>(949) 255-2600/(949) 255-2605                                  |    |
| 13<br>(11) | <b>BlackBerry</b><br>400 Spectrum Center Drive, Ste. 900<br>Irvine 92618-5019<br>Website: blackberry.com<br>Email: mediarelations@blackberry.com | 190 <sup>(1)</sup><br>NA | 3,500 <sup>(1)</sup><br>NA | BlackBerry Ltd.<br>Waterloo, Ontario                           | Enterprise intelligent security software and services in the areas of cybersecurity, safety and data privacy solutions  | 1984         | Monica Lee<br>senior director/HR business partner/US employee relations<br>(519) 597-7273 |   |
| 13<br>(NR) | <b>Kajabi</b><br>17100 Laguna Canyon Road, Ste. 100<br>Irvine 92618-5401<br>Website: kajabi.com<br>Email: support@kajabi.com                     | 190 <sup>(1)</sup><br>NA | 200 <sup>(1)</sup><br>NA   | Kajabi<br>Irvine   | Digital platform to sell or host online services and products   | 2010         | Ahad Khan<br>CEO<br>(909) 816-3058  |   |
| 15<br>(12) | <b>MobilityWare Inc.</b><br>440 Exchange, Ste. 100<br>Irvine 92602-1390<br>Website: mobilityware.com<br>Email: support@mobilityware.com          | 175 <sup>(1)</sup><br>NA | 175 <sup>(1)</sup><br>NA   | MobilityWare Inc.<br>Irvine                                    | Mobile games  | 1990         | Dave Yonamine<br>founder<br>(949) 788-9900/(949) 453-2001                                 |  |
| 16<br>(13) | <b>ETAP</b><br>17 Goodyear<br>Irvine 92618-1801<br>Website: etap.com<br>Email: sales@etap.com  | 160 <sup>(1)</sup><br>NA | 275 <sup>(1)</sup><br>NA   | Operation Technology Inc.<br>Irvine                            | Modeling, design, analysis, optimization, monitoring, control, and automation software for electrical power systems; control hardware; distribution and outage management systems; data collection and synchronization mobile app   | 1986         | Farrokh Shokooh/Shervin Shokooh<br>CEO, president/COO<br>(949) 900-1000/(949) 462-0200    |  |
| 17<br>(14) | <b>Quest Software Inc.</b><br>4 Polaris Way<br>Aliso Viejo 92656-5356<br>Website: quest.com  | 155 <sup>(1)</sup><br>NA | 3,200 <sup>(1)</sup><br>NA | Francisco Partners and Elliott Management Corp.<br>Aliso Viejo | Database operations management, data protection, endpoint systems management, identity and access management, and Microsoft platform management   | 1987         | Patrick Nichols<br>CEO<br>(949) 754-8000  |  |
| 18<br>(15) | <b>Kantata<sup>(4)</sup></b><br>6501 Irvine Center Drive<br>Irvine 92618-2137<br>Website: kantata.com<br>Email: info@kantata.com                 | 150 <sup>(1)</sup><br>NA | 415 <sup>(1)</sup><br>NA   | Kantata<br>Irvine  | Collection of operational management, resource optimization, business intelligence, integration and workflow automation software  | 2008         | Gina Hartigan/Chris Scalia<br>chief people officer/chief client officer<br>(949) 336-7610 |  |
| 18<br>(17) | <b>Microsoft Corp.</b><br>3 Park Plaza, Ste. 1600<br>Irvine 92614-8541<br>Website: microsoft.com   | 150 <sup>(1)</sup><br>NA | 221,000<br>21%             | Microsoft Corp.<br>Redmond, Wash.                              | Business, consumer software   | 1974         | wnd<br>(949) 263-3000/(949) 263-3000  |   |
| 20<br>(NR) | <b>Viant Technology Inc.</b><br>2722 Michelson Drive, Ste. 100<br>Irvine 92612-8905<br>Website: viantinc.com<br>Email: press@viantinc.com        | 144<br>14%               | 346<br>12%                 | Viant Technology Inc.<br>Irvine                                | Software platforms for advertising and marketing  | 1999         | Tim Vanderhook<br>co-founder/chairman/CEO<br>(949) 861-8888                               |  |
| 21<br>(16) | <b>Kofax Inc.</b><br>15211 Laguna Canyon Road<br>Irvine 92618-3146<br>Website: kofax.com<br>Email: info@kofax.com                                | 135<br>-5%               | 1,966<br>4%                | Thoma Bravo<br>Irvine  | Intelligent automation, robotic process automation, cognitive capture, process orchestration, advanced analytics, mobility and engagement, and AP automation  | 1985         | Reynolds C. Bish<br>CEO<br>(949) 727-1733/(949) 727-3144                                  |  |
| 22<br>(19) | <b>MSC Software</b><br>5161 California Ave., Ste. 200<br>Irvine 92617-8002<br>Website: mscsoftware.com<br>Email: info-msc@mscsoftware.com        | 130 <sup>(1)</sup><br>NA | 1,450 <sup>(1)</sup><br>NA | Hexagon AB<br>Irvine   | Computer-aided engineering simulation software  | 1963         | Roger Assaker<br>CEO<br>(714) 540-8900  |  |
| 23<br>(20) | <b>Melissa</b><br>22382 Avenida Empresa<br>Rancho Santa Margarita 92688-2112<br>Website: melissa.com<br>Email: info@melissa.com                  | 126<br>4%                | 167<br>3%                  | Melissa<br>Rancho Santa Margarita                              | Data quality solutions including global address, email, phone and identity verification to reduce fraud and waste, improve business insight and analytics, and ensure KYC/AML compliance; other solutions include postal presorting, NCOA/list hygiene and consumer/business/property owner mailing lists | 1985         | Raymond Melissa<br>CEO/president<br>(949) 858-3000/(949) 589-5211                         |  |
| 24<br>(NR) | <b>iBASEt</b><br>26812 Vista Terrace<br>Lake Forest 92630-8115<br>Website: ibaset.com<br>Email: inquiry@ibaset.com                               | 100<br>33%               | 400<br>78%                 | iBASEt<br>Lake Forest  | Provider of manufacturing software solutions; suite includes: Manufacturing Execution Systems; Maintenance, Repair and Overhaul; and Quality Management software applications   | 1986         | Naveen Poonian<br>CEO<br>(949) 598-5200/(949) 598-2600                                    |  |

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<sup>(1)</sup> Business Journal estimate  
<sup>(4)</sup> Previously listed as Mavenlink Inc.

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