

CASE STUDY: GLASSDOOR

“As an ambitious, fast growing business we needed to work with a partner who could support all our needs in relation to our expansion into the European market. Glassdoor is committed to being a top employer and job site. By working with Abbiss Cadres, we gained access to a multi-disciplinary team who have proven they’re highly engaged and ready to lend a hand with sensible, practical, cost-effective advice. Together, we were able to develop and deliver a thoughtful people strategy that helped us to effectively establish our business in the UK.” - **Brad Serwin, General Counsel, Glassdoor**

THE SITUATION

Launched in June 2008, Glassdoor is on a mission to help people everywhere find a job and company they love. They are an exciting tech company, headquartered just outside of San Francisco, who have adopted a disruptive model changing the way people find jobs, and companies recruit top talent. Glassdoor began working with Abbiss Cadres in 2012 when they were looking for a partner to help them establish in the UK to further their global expansion plans.

OUR SOLUTION

The first phase meant taking Glassdoor through all the necessary steps to establish their UK base. This involved advising on how best to set up in the UK taking into account planned activities and associated corporate tax issues. After incorporating Glassdoor’s first international subsidiary we also completed the necessary registrations in relation to payroll, tax and company filings, and continue to provide registered office services.

Once the basics were established, Glassdoor worked with Abbiss Cadres to handle all the employment and immigration issues associated with moving a number of Glassdoor team members over to the UK to help grow the business. This included everything from advising on appropriate expatriate pay and benefit policies to helping Glassdoor move their employees’ belongings over, and find them accommodation and cars. We obtained a sponsorship licence and visas, advised on expatriate tax and social security compliance and all required employment documentation, as well as the roll out of the Glassdoor stock option programme.

THE RESULTS

In April 2014 Glassdoor officially opened their London office and began executing their global expansion plan to serve more non-English speaking markets across the continent and beyond. Glassdoor is now localized in more than 15 countries and sees more than a third of their online traffic generated from outside the U.S. The collaboration between Glassdoor and Abbiss Cadres continues as the company looks to be best in class when it comes to all things employment whether it comes via supporting its own employees, helping others find a job that fits their life, or helping employers find quality, informed candidates.