



Ohio's Workforce, Transportation Infrastructure and Proximity to Customers Support zulily's Growth

Seattle-based zulily came to central Ohio in 2012, opening a distribution center in Obetz and a corporate office, its second, in Gahanna. Since then, the company's success has necessitated further expansion, including bringing a call center operation into the Gahanna office. Happy with Ohio's location, transportation network and talent pool as well as the support it has received from JobsOhio, Columbus2020 and the city of Gahanna, zulily officials chose to expand their operations in Ohio. In all, zulily has invested more than \$30 million in central Ohio and has brought more than 1300 jobs to the region.

COMPANY PROFILE

zulily is an e-commerce retailer that started in 2010 in Seattle as a new way to shop online in that it was designed to inspire discovery-based entertainment shopping. zulily introduced limited-time sales, live for 72-hours, as its sales model. Today, zulily has 6.4 million customers and \$1.6 billion in annual revenue.

BUSINESS NEED

zulily's business model – offering 100+ curated events, featuring 9,000+ new styles everyday, live for 72-hours – proved so successful that within just a year and a half after opening, the company needed more office space and an additional fulfillment center to keep up with its growth. Based in Seattle, zulily wanted a location that was close to its vendors and growing customer base in the eastern half of the country. zulily also needed a sizeable workforce with diverse skills and an integrated transportation system that provided reliable and affordable shipping options.

OHIO SOLUTIONS

The central Ohio region offered zulily everything it was looking for: proximity to vendors and customers, a strong transportation infrastructure and plenty of available talent. As a result, zulily announced in December 2011 its plans to build a fulfillment center in Obetz and a corporate office near the airport for employees in customer service, merchandising, finance, human resources, studio services and supply chain management.

Over the next few years, zulily continued to grow at a rapid pace, creating the need for more space. Company officials chose to expand their Ohio operations, thanks in part to the state's geographic location, transportation network and available workforce. But they also appreciated the outstanding relationships they had developed with and the support they received from JobsOhio, Columbus2020 and the local economic development partners.

In 2014, zulily opened its customer care center in Gahanna. Two years later, in 2016, the company celebrated the grand opening of its newly expanded and consolidated corporate office in Gahanna.

Combined Project Stats

- **Location:** Central Ohio (Obetz and Gahanna)
- **Total capital investment:** \$30 million
- **Jobs brought to central Ohio:** 1,300
- **Collaborators:** JobsOhio, Columbus2020, city of Gahanna, city of Obetz

"The state, county and local government partners, businesses and vendors and people of the Columbus community have made it possible for us to continue to expand our footprint in Ohio – all with an eye to deliver an exceptional customer experience ... We believe that the Columbus area has been and will continue to be well positioned to provide a highly talented workforce to fill the positions being created in the coming years."

Darrell Cavens, co-founder and former CEO of zulily



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