



Tech firm Zenreach signs lease for office in Phoenix

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[Zenreach](#), a San Francisco-based technology company, will open its first major office outside of its headquarters at Biltmore Center, 2390 E. Camelback Rd. The company plans to employ approximately 350 people at the Camelback Corridor office.

“This makes a major win for Phoenix and the Biltmore Center property,” says Ryan Timpani, Vice President with [Colliers International in Greater Phoenix](#). “The tech company attracts talented millennial workers. The leadership of Zenreach found the 24th Street and Camelback Road location provides the pedestrian-friendly, amenity-rich environment that appeals to their dynamic prospective employees. This site’s proximity to the new, trendy North Central environment, offerings in Old Town Scottsdale and the dynamic Arcadia Lite area contributed heavily to this location selection.”

Zenreach has occupied a small space in Scottsdale on a temporary basis as it evaluated options in the Metro Phoenix area. The firm has leased 30,091 square feet of space in the Class A, mixed-use project located on the northwest corner of 24th Street and Camelback Road. Zenreach currently employs approximately 90 people in the Valley and will be rapidly expanding with the new lease. Zenreach’s focus in Biltmore Center will be a sales division.

Timpani represented Zenreach in their Phoenix office leasing efforts. ViaWest Group, owner of Biltmore Center, was represented by Phil Breidenbach, Ryan Timpani, Todd Noel and Kathy Foster of Colliers International in Greater Phoenix.

Zenreach is an automated and ROI maximizing Customer Research Management (CRM) marketing company. The firm works with restaurants, night clubs and retailers throughout the United States to analyze in-store behavior of customers in order to create targeted and compelling campaigns that foster customer loyalty and drive revenue. Zenreach uses wifi hardware to assist clients in improving their marketing and financial performance. The firm has recently received significant capital and has been funded previously by Bain Capital, SV Angel and Felicia Ventures.

“Zenreach’s commitment shines a light on a secret we want to tell at Biltmore Center,” says Steven Schwarz of ViaWest Group, owner of Biltmore Center. “The 24th ST & Camelback location rivals anyplace in the Valley for the ‘next generation’ tech-based workforce. This location offers a large number and variety of truly walkable housing units, unparalleled retail and entertainment amenities and well-established technology firms that are attractive to tech workers. Biltmore Center is the hub of this ‘live-work-play’ community. Since acquiring this property, we have worked diligently to integrate cutting-edge, office amenities that appeal to companies like Zenreach. Our creation of a tenant meeting space and wine bar, park-setting gathering spaces and digital focal points have obviously helped us in attracting this tech company with a new economy culture.”