

Ballantyne

SignUpGenius moves into a new space

Online service now in bigger facility and adding employees

SignUpGenius, the Charlotte-based company that provides on-line organization tools, is ready to grow - and have fun doing it. The company moved to a 4,000-square-foot-space in Ballantyne Corporate Park in early June to accommodate its growing staff. The office, formerly occupied by Cisco Systems Inc., now has a pingpong table in the break room, custom artwork and



Marty Minchin

“genius” quotes on the wall. “We came in and gave our cultural flavor to it,” said Dan Rutledge, CEO of SignUpGenius. “For the people who started five years ago in a two- or three-office space, they are like, ‘Wow.’” Rutledge launched SignUpGenius in 2008 after he watched parents from a youth soccer team he coached struggle to organize team snacks. He’d also recently attended a church potluck in which snack and drinks assignments were divided by last name. Everyone brought either Diet Coke or chips and salsa, which Rutledge described as the “most disgusting party meal ever.”

Learn more:

For information about SignUpGenius, visit www.signupgenius.com.

SignUpGenius began by providing free online sign-up sheets, where participants could see who had signed up and other details, such as what food they planned to bring to a party.

In February 2013, the company began offering subscription services for more complex organizational sign-ups, and as a result the company has seen significant growth. Users signed up for more than 30 million items in 2014, and SignUpGenius has more than 7 million users per month, Rutledge said.

The service is still free for smaller, individual events.

“We’ve moved into a more professional level of organizing,” Rutledge said. “Now the groups themselves are starting to use it. Instead of just the coach, the entire sports league uses us to organize the referees or the concession stands.”

Where once teachers would use SignUpGenius for class events, now schools use SignUpGenius tools for schoolwide tasks such as organizing volunteers.

SignUpGenius also has added a feature allowing groups to collect money online, which Rutledge said “stepped the company up a level.”

For example, a teacher planning a field trip can use SignUpGenius to sign up students, collect fees and find out what size T-shirt each student needs.

The company now has 14 employees, and it is in the process of hiring about 10 more, including positions in marketing, development



PHOTOS BY SIGNUPGENIUS

SignUpGenius’ new offices in Ballantyne Corporate Park include “genius” themed wall art.

and customer service.

This is SignUpGenius’ third move to double its office space since it began hiring staff six years ago, according to Chief Operating Officer Angel Rutledge.

“With every move, we joke with each other that if you don’t like your office space, there’s no need to worry,” Angel Rutledge said in a news release. “It won’t last long. And if you do, don’t get too comfortable because we’ll need to move soon enough.”

Dan Rutledge said Ballantyne Corporate Park had given the company a lease to allow it to move to a larger space sooner if the company expands faster than expected. Ballantyne also is a good location for SignUpGenius because many of its employees live nearby and have children in nearby schools.

“For a good work-life balance, it makes a big differ-



SignUpGenius, which recently moved to Ballantyne from Charlotte, expects to add at least 10 new employees.

ence when you live close to your office,” Rutledge said.

Senior Support Specialist Amy Tidwell, who began working for the company in 2011, described the new office as “open and airy” with plenty of space to work and have meetings without disturbing others.

“Our team is motivated and looking forward to

growing into our new space by adding members to our team and expanding our company in many areas,” she said. “We look forward to utilizing all the perks the area has to offer as well.”

>> Marty Minchin is a freelance writer. Have a story idea for Marty? Email her at marty-minchin@gmail.com.



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