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CONTACT: Brett Foelber  
(410) 369-1277

## CALLTRACKINGMETRICS RELOCATING TO I-97 BUSINESS PARK WITH INTENTIONS TO TRIPLE WORKFORCE TO 200 EMPLOYEES IN THREE YEARS

*Company engaged in gathering and analyzing intelligence to improve customer experiences signs 24,130 square foot lease with St. John Properties at 231 Najoles Road in Millersville, MD*

**BALTIMORE, MD** (July 21, 2021) – **CallTrackingMetrics**, a leading conversation intelligence technology provider, has signed a lease with **St. John Properties, Inc.** for 24,130 square feet of space at 231 Najoles Road in Anne Arundel County. Currently located in Severna Park, the group intends to relocate to the five-story, 126,500 square foot Class ‘A’ commercial office building within I-97 Business Park in Millersville by year-end, with plans to nearly triple its workforce over the next five years. CallTrackingMetrics currently employs 65 professionals, and envisions a 200-person staff in 2025. **Lacey Johansson** of St. John Properties represented the landlord and **Matt Melnick** of Cushman & Wakefield represented CallTrackingMetrics in this transaction.

“This corporate relocation was precipitated by our consistent and expected growth as we continue to win new clients, our desire to elevate employee collaboration and the quest to establish a community-driven workplace that encourages camaraderie and fosters pride and loyalty,” explained **Laure Fisher**, Co-Founder and COO of CallTrackingMetrics. “As we return to the office in a hybrid schedule after a year of being remote, we have decided collectively that our office needs to be designed to maximize collaboration and those informal collisions that build our community and accelerate innovation. We are so excited to have found this new space that allows our entire team to be on one floor, even with our planned growth, and to be able to design it from scratch to enhance our culture and our mission.”

Founded in 2010 by Laure and Todd Fisher, CallTrackingMetrics is a digital platform that gathers intelligence generated from an in-bound customers calls and, upon adding a layer of smart automation, helps companies better understand the origination of prospect inquiries and improve closing ratios and customer experiences. Further, the group informs clients which advertising channels are driving communication messages, maps the on-line and off-line journey of customers and utilizes data to automate call flows.

More than 100,000 users around the globe utilize CallTrackingMetrics to manage communications for its marketing, sales, and service teams. The company has also been recognized in *Inc. Magazine's* 5000™ list of fastest-growing private companies.

2560 Lord Baltimore Dr      Ofc 410 788 0100  
Baltimore MD 21244      Fax 410 788 0851

[www.sjpi.com](http://www.sjpi.com)



The new space will encompass a full floor of 231 Najoles Road in the 67-acre I-97 Business Park. CallTrackingMetrics intends to execute a tenant build-out that incorporates multiple team creation, wellness and conference rooms, a large fully-stocked employee café with a ping-pong table and phone booths for employees to conduct client calls. It will also be used to host external networking events involving local professional organizations.

“After spending so long working in relative isolation, we believe the typical employee is more than ready to escape their places of residence and engage in environments that encourage problem-solving and team-building, while also encouraging social interaction and fun,” said **Melnick**, Senior Director at Cushman & Wakefield. “CallTrackingMetrics’ new offices will build on the fantastic culture they have already created.”

231 Najoles Road offers the immediate availability of two restaurant spaces, consisting of 5,061 and 1,762 square feet of space, both situated on the ground floor of the commercial office building and suitable for quick serve or sit-down uses. Building signage, visible from Benfield Boulevard, is available. The larger space also features an outdoor patio. 231 Najoles Road earned a LEED Gold certification from the U.S. Green Building Council for implementing energy and water efficient systems that conserve energy, and the use of building materials with low impact to the environment and drought-resistant landscaping.

I-97 Business Park consists of 13 commercial office and flex/R&D buildings comprising more than 500,000 square feet of space. It is within close proximity to Interstates 97, 695 and 95, as well as MD Route 295 and 32. Free parking is available throughout the business park and the immediate service area includes numerous business amenities including fast-casual and sit-down restaurants, retail centers and hotels.

“We believe CallTrackingMetrics’ custom buildout will provide their employees greater opportunities to collaborate, while helping to define their corporate culture,” explained **Sean Doordan**, Senior Vice President of Leasing & Acquisitions for St. John Properties. “Their decision to choose this best-in-class office building will be a tremendous benefit as they grow the company and recruit employee talent from around the region.”

Founded in 1971, St. John Properties, Inc. is one of the Mid-Atlantic’s largest privately held commercial real estate firms. The company is distinguished by its commitment to customer service, achievements in green building, and top-rated workplace culture. Throughout St. John Properties’ 50-year history, the company has

developed more than 21 million square feet of Flex/R&D, Office, Retail and Warehouse space serving more than 2,500 clients in Maryland, Colorado, Louisiana, Nevada, Pennsylvania, Virginia, Utah, and Wisconsin. For more information about the company, visit [www.sjpi.com](http://www.sjpi.com).

CallTrackingMetrics is the only digital platform that uses call tracking intelligence to inform contact center automation – resulting in a more personalized customer experience. Discover which marketing campaigns are generating leads and conversions, and use that data to automate call flows and power your contact center. More than 100,000 users around the globe trust CallTrackingMetrics to manage communications for their marketing, sales and service teams.