

Investment helps startup's growth spurt

Cole Epley / World-Herald staff writer | Posted: Wednesday, December 2, 2015 12:30 am

Officials with a North Platte, Nebraska, tech startup say a recent venture capital investment has helped it round out a growth spurt that nearly doubled its workforce in the last 12 months, and more growth is on the way.

Ecomitize, a company that helps small and mid-sized e-commerce businesses manage their technological inner workings, raised \$700,000, including \$350,000 from Invest Nebraska, a publicly funded nonprofit.

“Our outlook is to hire about 50 people over the next four years,” said Ecomitize spokeswoman Andrea Cuddy.

Most of those hires will be account managers, Cuddy said, and will be on top of a current workforce of about 70.

Ecomitize Chief Operating Officer Chris Blakely said a more immediate focus for the company is marketing its services to grow its client roster.

Invest Nebraska's most recent investment in the company takes its total contribution to the maximum of \$500,000. The organization has also invested in Omaha financial technology companies D3 Banking and Prairie Cloudware, as well as in ScanMed, an Omaha-based MRI technology developer.

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