

Bospar named analyst relations AOR for HR, payroll software company Remote.com

The agency is developing relationships with analysts at research and advisory firms focused on business and technology.

Words **Noah Zuss**



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SAN FRANCISCO: HR and payroll software company Remote.com has hired Bospar as its first analyst relations AOR to extend the company's reach to market influencers and analyst firms.

The independent agency is leading Remote.com's work to raise its visibility with enterprise customers, market influencers and analyst firms including Gartner, Forrester, IDC, NelsonHall, QKS and others, said Curtis Sparrer, principal at Bospar.

The work includes talking to analysts, creating presentations and educating the audience on markets and market events that may affect Remote.com, he said.

The company hired Bospar to connect with analyst firms and establish relationships with their employees so they understand Remote.com's strategy and how its products are changing. The PR firm is also working to expose analysts to Remote.com executives, said Connor Murphy, senior manager for PR and social media at Remote.com.

"Now is the time to invest in analyst relations, No. 1 to raise our visibility with enterprise customers," he said. "The analyst community offers a ton of insight and

credibility that will help us reach that audience a little bit more thoughtfully and then the analysts themselves offer a ton of insights that can help Remote.com grow."

Bospar's relationship with Remote.com started on May 1, focused on the U.S., Sparrer added. Leading the four-person account team is Alex Soejarto, SVP for analyst relations at Bospar. Budget information was not disclosed.

Bospar was not selected through an RFP but via word of mouth, Murphy said.

Remote.com is a software-as-a-service company that specializes in global HR and payroll services for distributed teams. The company, privately owned by Remote Technology, was cofounded by Job van der Voort and Marcelo Lebre in 2019.

It is headquartered in San Francisco, though the company's staff works remotely.

Remote.com is backed by venture capital and institutional investors including SoftBank Vision Fund 2, Accel, Sequoia Capital, Index Ventures and others, according to reports. It has raised significant funding rounds including a Series C round that valued the company at over \$3 billion in 2022.