

Trader Interactive moves corporate headquarters to Dominion Towers



Trader Interactive staff outside their new corporate headquarters in downtown Norfolk courtesy of Mackey Inc.

Trader Interactive, a digital marketing company, has moved its corporate headquarters in downtown Norfolk to a new location. The company moved from 150 Granby St. to Dominion Towers at 999 Waterside Drive.

Trader Interactive has 250 employees in Norfolk. The company says the move will allow space for staff expansion, with the company planning to create 200 jobs during the next five years, with the majority of those jobs in Norfolk.

In response to an employee survey, the move provides amenities workers were seeking: onsite parking, a gym, collaborative space and nearby dining options. “This move is a milestone in Trader’s growth as a new, independent company,” CEO Lori Stacy said in a statement. “... We were focused on creating an open, collaborative environment where our innovative teams could thrive. The new office enables us to add new positions including 20% growth this year across a variety of sales, marketing, customer service, account management, technology and operations disciplines.”

Trader Interactive will occupy 39,081 square feet on floors 19, 20 and 21 of Dominion Tower. The building sits on the Elizabeth River with floor-to-ceiling views of the downtown waterfront. CBRE represented the landlord and Trader Interactive. The lease is the largest office transaction in Norfolk in the past two years.

Trader Interactive is a classified marketplace and marketing software solutions provider to commercial and recreational vehicle dealers. The company joined a private equity portfolio in 2017 led by Goldman Sachs Merchant Banking and Eurazeo Capital. Its business-to-consumer brands include Cycle Trader, RV Trader, Commercial Truck Trader and Equipment Trader. The company says its marketplace sites attract more than 7 million unique visitors monthly. Trader Interactive has 10 businesses and about 350 employees in 26 states.