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SiriusXM to Open Technology Center of Excellence in Ireland

SiriusXM's new Dublin facility will support the audio entertainment company's Product and Technology organization

NEW YORK and DUBLIN – August 29, 2024 –SiriusXM, a leading audio entertainment company in the United States, announced today the opening of a new state-of-the-art technology facility in Dublin, Ireland. The Company's Dublin-based employees are expected to play a critical role in the audio entertainment company's continued digital transformation, and will function as a center of excellence for SiriusXM's Product and Technology organization. SiriusXM is supported by the Irish government through IDA Ireland.

SiriusXM's Dublin workforce will primarily focus on software development, automotive technology and engineering, adtech, data science, and analytics. Talent based in the new technology hub will be charged with developing and implementing best-in-class standards for high-quality, scalable software deliveries for SiriusXM's streaming and in-vehicle audio entertainment platforms.

Minister for Enterprise, Trade and Employment Peter Burke said: "I congratulate SiriusXM on their expansion. Our team had the pleasure of meeting the SiriusXM management team recently, and I am pleased that they are opening a new Technology Centre of Excellence in Dublin and availing of the wealth of professional talent available here."

"SiriusXM has a history of being on the cutting-edge of technology, and as we further expand and enhance our product, we are thrilled to tap into all of the incredible technology talent based here in Ireland," said **Joe Inzerillo, Chief Product and Technology Officer at SiriusXM.** "We look forward to introducing our service to a new group of technologists here in Dublin who are eager to build and create sophisticated adtech, software that moves people, and more."

Michael Lohan, CEO of IDA Ireland said: "SiriusXM's decision to establish a new Technology Centre of Excellence in Dublin highlights Ireland's attractiveness as a destination for global expansion. This investment is a testament to Ireland's pro enterprise economy and to the specialised and skilled workforce that we have in Dublin and across the country. I'd like to wish SiriusXM every success in their expansion into Ireland."

"SiriusXM fosters a people-first culture of doing what we love and loving what we do," said **Faye Tylee, Chief People and Culture Officer at SiriusXM.** "We provide some of the best audio entertainment programming and technology in the world by hiring creative and skilled professionals with an entrepreneurial spirit, and we are thrilled to add some of Ireland's top tech talent to our growing and diverse team."

SiriusXM's Dublin facility is planning to recruit positions in the following areas:

- **Software Development:** Software development roles will be tasked with developing and executing innovation roadmaps and provide advanced operations capabilities.
- **Automotive Technology & Engineering:** These roles will focus on the development, testing, and support of software and platforms for SiriusXM's in-vehicle services, as well as for SiriusXM's consumer electronics and emerging businesses. They will be part of the global team focused on customer adoption, enhancing customer experiences, and revenue generation.
- **AdTech, Data Science & Analytics:** The Dublin team will play a critical role in the modernization of SiriusXM's adtech stack, focused on efficiency and scalability. Developing innovative solutions and prototyping new methods for music discovery and content engagement, this team will integrate cutting-edge technologies to enhance the subscription value and modernize SiriusXM's suite of streaming applications and products.

Details about the new technology office and career opportunities can be found [here](#).

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About Sirius XM Holdings Inc

SiriusXM is the leading audio entertainment company in North America with a portfolio of audio businesses including its flagship subscription entertainment service SiriusXM; the ad-supported and premium music streaming services of Pandora; an expansive podcast network; and a suite of business and advertising solutions. Reaching a combined monthly audience of approximately 150 million listeners, SiriusXM offers a broad range of content for listeners everywhere they tune in with a diverse mix of live, on-demand, and curated programming across music, talk, news, and sports. For more about SiriusXM, please go to: www.siriusxm.com.

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