

By [Karen Clark Cole](#)

*2017 was a big year, and I want to start by thanking all of the dedicated, hard working and brilliant employees at Blink for giving it your all, every day.*

*I am both inspired and humbled by the dedication that our Blinkers have to our clients, and to each other. Team commitment reigns high in our company and you see it every day in the collaboration and can-do attitude that everyone, at every level in the company displays.*

Our clients are also a huge part of this team commitment, as we work in deep partnership on every project. Moments of extreme pride for me are when our employees get thank you notes, Christmas cards and even wedding presents from our clients. This tells me the relationship and bond they have formed with each other runs deep, and is real.

This year also had a lot of firsts for Blink. We reached over 90 employees, covering research, strategy, design, and development, and a fantastic support network keeping the company running like a well-oiled machine.

We gathered research insights from 10 countries including the US, Canada, China, France, Germany, India, Italy, Mexico, Spain, and the United Kingdom, with a total of 4,071 research participants as of December 1st, and counting.

We continue to be grateful for the volume of new projects and clients who trust us with their businesses and in some cases, their jobs. This year, we started 384 evidence-driven design projects and worked for 31 Fortune 500 clients, and 15 Fortune 100 clients, spread across 18 states.

We broke ground on our new 30,000-square-foot design studio and research insights office on the 6th floor of our current building on the Seattle waterfront. Our move-in date is January 15, and an open house party is set for Wednesday, February 7. Please RSVP to join us for great views, speakers, art, drinks, two live bands, and probably some dancing...



Blink's 30,000-square-foot studio and insights space in the Waterfront Place building in downtown Seattle.

In September, we opened our first remote Blink office in San Diego, and in the new year, we will be adding three state-of-the-art usability labs to the beautiful creative space located in downtown San Diego's IDEA district. With this, we are also building a world-class research team to create a big footprint in SoCal, in collaboration with the world-class marketing strategy and design work we already have in house there. The three research labs in San Diego will complement the six labs in our new Seattle space, serving clients across the country with all shapes and sizes of facilities from a studio apartment to the holodeck!

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Blink's new downtown San Diego creative studio space will have three state-of-the-art research labs.

I am also excited to announce the addition of three new Blink partners this year. Lauren Martin, Peter Stern, and Byron Baker have all been instrumental in the growth and culture of Blink, and we are honored to have them committed to our future. If you have ever worked with any of them, you know their dedication to delivery excellence is contagious.

Over nearly two decades, a lot has changed since Kelly and I started the company in our small Post Alley space and the two of us acted as the research, design, operations, and business development teams. One thing that has not changed, however, is the high standard of excellence and dedication to our clients that we vowed to uphold on day one. I never imagined we'd be more than 10 people, and I continue to be amazed and thankful every day that so many dedicated, brilliant, and creative individuals have chosen Blink as the place to let their ideas shape the world.

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New Blink partners, Lauren Martin, Peter Stern and Byron Baker.

Wishing you good health, joy, and happiness this holiday season!

Karen