

## [Norex Opens New Toronto Office](#)

by *Peter Moreira* | Jan 03, 2017



Jenelle Sobey: A disciplined and strategic approach

[Norex](#), the Halifax-based web design and innovation firm, has opened an office in Toronto as part of an 18-month expansion plan.

Established in 2000, Norex has grown beyond web design with its Norex labs offering, which incubates innovative products and partners with clients to get products to market fast.

The company is planning to continue its expansion with a Boston office and an increased concentration in virtual reality.

As well as working with clients, the company also creates its own startups. Norex has incubated such ventures as [Squiggle Park](#), which helps children to read by tracking their eye movement, and [Pursu.it](#), which helps elite athletes with crowdfunding.

Norex has been shifting its focus toward highly complex software and web development projects -- areas that draw on its expertise in information architecture, user experience, design-thinking and quality code.

“The disciplined and strategic approach we've taken has dramatically changed our portfolio with startups representing almost 50 percent of our client mix in 2016,” said Managing Partner Jenelle Sobey in a statement.

Halifax will remain the think tank and development shop for Norex as it grows, with programmers, designers and creatives remaining in the Halifax office while the business development team works in the Toronto market.

“To do business in Atlantic Canada you need to be on planes, exploring opportunities outside the region and bringing business home,” Sobey said. “We are firmly committed to keeping jobs at home while simultaneously growing our business in other markets. We anticipate that the Toronto office will result in a one-third growth in 2017, increasing in 2018.”