# Anthropic expands in London with 100 new roles as UK rises in global AI race



Anthropic, the AI firm behind the Claude chatbot, is significantly expanding its European presence by establishing London as its EMEA hub and creating more than 100 new AI-focused roles in 2025. The move underlines the UK’s growing prominence in enterprise and responsible AI development.

Led by Guillaume Princen, a former Stripe executive known for scaling high-growth teams, the London office will serve as a centre for AI talent, regulatory engagement and business growth. Princen pointed to the city’s exceptional academic base—including institutions such as Oxford, UCL, Imperial College and Cambridge—along with its proximity to regulators and a thriving AI ecosystem featuring players like OpenAI, DeepMind and Anthropic itself.

The expansion follows a \$3.5 billion funding round earlier this year, which pushed Anthropic’s valuation to \$61.5 billion. This capital is helping the company meet rising enterprise demand for AI tools. Clients including Salesforce, WPP, BMW and Novo Nordisk are using Claude for tasks such as legal summarisation, customer service automation and market analysis.

Claude distinguishes itself through its “constitutional AI” approach, which prioritises transparency and safety by reducing hallucinations—an increasingly important feature for regulated industries that rely on accuracy and compliance.

The new roles at Anthropic’s offices in London and Dublin span engineering, research, sales and business operations. This recruitment drive reflects both the complexity of AI development and the company’s intent to align with regional expectations on technology and regulation. Princen, who also led Mooncard and advised European startups, is well placed to navigate the intense competition for AI talent in Europe.

London’s status as an AI hub is supported by a collaborative spirit among companies and active policymaker engagement on ethics and governance. The UK is positioning itself not only as a tech leader but as a standard-setter in responsible AI, shaping norms that prioritise human values and long-term trust.

Tools such as Chatronix are also contributing to this momentum by enabling professionals to work seamlessly across AI models like Claude, ChatGPT and Google’s Gemini—streamlining enterprise workflows and enhancing productivity.

Anthropic’s expansion in London signals the UK’s accelerating role in the global AI economy. With a focus on safe, high-performance AI and strong links to enterprise clients, the UK is emerging as a global centre where innovation and responsibility intersect.

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## Bibliography

1. <https://www.londondaily.news/claude-creator-anthropic-launches-hiring-surge-in-london-ai-jobs-and-enterprise-demand-soar/> - Please view link - unable to able to access data
2. <https://www.reuters.com/technology/ai-firm-anthropic-announces-100-roles-in-europe-new-emea-head-2025-04-07/> - Anthropic, the U.S. AI company behind the Claude chatbot, announced plans to create over 100 new jobs across Europe, focusing on Dublin and London. These roles will span sales, engineering, research, and business operations. Guillaume Princen, former leader of Stripe’s European expansion, has been appointed as the new head of Europe, Middle East, and Africa (EMEA). This expansion aligns with increasing demand for advanced AI solutions among businesses. Claude, Anthropic’s chatbot rivaling OpenAI’s ChatGPT and Google’s Gemini, is already being used by major companies including WPP, BMW, and Novo Nordisk. The expansion follows a successful $3.5 billion funding round last month, which brought the company's valuation to $61.5 billion. Key backers in the funding round included Lightspeed Venture Partners, Bessemer Venture Partners, and General Catalyst.
3. <https://tech.eu/2025/04/08/us-ai-firm-anthropic-beefs-up-european-presence-creating-100-plus-new-roles/> - Anthropic, the company behind the Claude family of large language models, announced the next phase of its European expansion plans. Following the appointment of Guillaume Princen as its new head of EMEA, Anthropic plans to create more than 100 roles, mainly across its London and Dublin offices, during 2025. In response to increased enterprise demand for its intelligent chatbot solutions, Anthropic is working to grow its European customer base and align its AI capabilities with the region’s technological expectations. The new roles will span multiple company functions, including sales, engineering, research, and business operations. The company’s latest executive announcement follows shortly after a $3.5 billion funding round in March. Prior to joining Anthropic, Princen was CEO of expense management company Mooncard. In his new role, he will apply his experience in engineering, consulting, and European startup advisory to help Anthropic continue to scale.
4. <https://www.irishtimes.com/business/2025/04/08/anthropic-ai-group-to-add-100-new-jobs-in-europe/> - Anthropic, the AI research and development company behind the Claude chatbot, is to create more than 100 jobs primarily in Ireland and Britain this year as the company expands its operations in Europe. The company plans to hire staff for sales, engineering, and operations, with the business and operations teams based in Dublin. Anthropic has also appointed former Stripe executive Guillaume Princen to lead the company’s business in Europe, Middle East, and Africa as it plans further expansion this year. Princen led Stripe’s expansion in Europe and was also chief executive of expense management platform, Mooncard. He emphasized that the expansion comes at a critical moment when businesses need advanced AI capabilities that also prioritize security and privacy.
5. <https://sifted.eu/articles/anthropic-europe-hiring-push> - Anthropic is launching a major European hiring push as an AI talent crunch hits the region, with startups increasingly competing with homegrown competitors and big tech rivals for a limited pool of expert workers. The US GenAI leader, which built the chatbot Claude, announced on Tuesday it was creating more than 100 new engineering, research, sales, and business operations roles across Europe. The jobs would primarily be based in its London and Dublin offices, with some to be based in its Zurich-based research hub, which it opened last year. The move comes as Big Tech and startup rivals intensify fighting for top AI workers amid a scramble for talent in the sector, with many forced to ramp up creative recruiting tactics as they sweat over a shortage. Guillaume Princen, former Stripe executive, has been appointed to lead the AI company's expansion.
6. <https://builtinlondon.uk/articles/anthropic-london-dublin-hiring-20250408> - Anthropic, the company behind the Claude family of large language models, announced the next phase of its European expansion plans. Following the appointment of Guillaume Princen as its new head of EMEA, Anthropic plans to create more than 100 roles, mainly across its London and Dublin offices, during 2025. In response to increased enterprise demand for its intelligent chatbot solutions, Anthropic is working to grow its European customer base and align its AI capabilities with the region’s technological expectations. The new roles will span multiple company functions, including sales, engineering, research, and business operations. The company’s latest executive announcement follows shortly after a $3.5 billion funding round in March. Prior to joining Anthropic, Princen was CEO of expense management company Mooncard. In his new role, he will apply his experience in engineering, consulting, and European startup advisory to help Anthropic continue to scale.