# Anthropic names London EMEA hub as Claude drives ethical AI growth across UK



Anthropic, the AI company behind the chatbot Claude, is marking 2025 as a milestone year for its European expansion by naming London its key hub and announcing more than 100 new AI-focused roles. The recruitment drive spans software engineering, applied AI research, policy, sales and business operations—signalling London’s rising prominence as a centre for responsible, enterprise-grade AI innovation. The company’s decision to establish its EMEA headquarters in the UK capital reflects a strategic focus on the city’s talent pool and regulatory foresight.

Leading the expansion is Guillaume Princen, a former Stripe executive known for building high-performing teams. In a recent press briefing, Princen highlighted London’s unique mix of world-class AI expertise—sourced from universities such as Oxford, UCL, Imperial College and Cambridge—and proximity to both regulators and global business hubs. “We see it as a natural fit for Claude’s next chapter,” he said, pointing to the alignment between Anthropic’s values and the UK’s governance approach.

Claude positions itself as a “constitutional AI” alternative to peers such as OpenAI’s ChatGPT and Google’s Gemini. Its architecture emphasises transparency, human-aligned values and reduced hallucinations—priorities for sectors like law and finance where compliance and trust are critical. London-based companies are already integrating Claude for legal document summarisation, proposal drafting and market analysis.

Anthropic’s expansion reflects its broader mission to build safe and explainable AI. Founded by former OpenAI employees, the company views its UK growth as both a commercial and ethical step. This ethos aligns with Europe’s cautious approach to AI regulation, which has evolved since the surge of interest sparked by ChatGPT in 2023.

Enterprise demand for AI is growing rapidly. Anthropic recently secured $3.5 billion in funding, lifting its valuation to $61.5 billion. Clients include Salesforce, WPP, BMW and Novo Nordisk. In the UK, Salesforce is trialling Claude alongside ChatGPT, WPP uses it for content development and BMW is exploring its use in multilingual customer support.

London’s competitive AI scene includes players like OpenAI, DeepMind and Google Gemini. Yet, analysts note a collaborative dynamic, with startups and tech firms alike advancing ethical AI innovation. More than 80% of AI startups targeting European growth now prioritise the UK, drawn by its talent base and regulatory clarity.

Anthropic is also supporting enterprise adoption through partnerships and pilot programmes. A global law firm recently reported success using Claude to identify regulatory risks in multilingual contracts, underscoring the tool’s reliability. The ecosystem is further strengthened by platforms such as Chatronix, which streamline workflows across models like Claude and ChatGPT.

The launch of Anthropic’s EMEA base in London highlights the UK’s rising influence in shaping the future of ethical, enterprise AI. With strategic hires, strong client traction and a commitment to transparency and safety, Anthropic is helping position London as a global hub for AI innovation that puts human values at its core.

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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, formerly of Stripe, 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://www.ft.com/content/97e0ab06-8d83-4918-9079-3ed935bc1c63> - Anthropic, an AI start-up, aims to focus on business users to generate new revenues, launching features targeted at enterprise rather than seeking mass consumer adoption. Mike Krieger, Chief Product Officer, emphasized simplifying knowledge work for professionals, particularly those engaging in meetings or using tools like Excel and Google Docs. Following a $3.5bn fundraising round that tripled its valuation to over $60bn, Anthropic will commercialize new features, including a tool to prepare pre-meeting reports by analyzing calendars and external data. Additionally, they plan to introduce voice-driven AI systems, enabling interactions through spoken conversations. Competitors like Microsoft and OpenAI are also targeting enterprise solutions, with Microsoft integrating AI into its Office software and OpenAI marketing ChatGPT for businesses. Anthropic's revenue from its API is doubling compared to consumer subscriptions, with the company testing prototypes to integrate into its Claude models and discussing partnerships with Amazon and ElevenLabs for voice AI products.
4. <https://tech.eu/2025/04/08/us-ai-firm-anthropic-beefs-up-european-presence-creating-100-plus-new-roles/> - Anthropic, the U.S. AI company behind the Claude chatbot, is beefing up its presence across Europe, creating more than 100 new roles and appointing a former Stripe executive to head up its efforts across EMEA. Anthropic said it planned to expand its existing Dublin and London offices, creating jobs in sales, engineering, research, and business operations. The San Francisco-based AI firm, which is valued at $61.5 billion, said it was creating the jobs to meet demand from European businesses. Along with its Dublin and London hubs, Anthropic, which is backed by Amazon and Google, also recently opened a research-focused office in Zurich. Anthropic currently employs around 75 people across London, Dublin, and Zurich, and also has a few people working remotely. Guillaume Princen, an executive who previously worked at McKinsey and headed up Stripe’s European expansion, has been appointed to the new role of head of EMEA. Posting on LinkedIn, Princen said: “The opportunity to help European companies navigate this transformative technology, implement it responsibly, and discover possibilities we're only beginning to imagine is truly energising.” Princen added: “European organisations are increasingly choosing Claude for its intelligence, speed, and industry-leading coding abilities, while consumers—particularly the tastemakers—are drawn to its certain je ne sais quoi in conversation and thoughtful design.” Daniela Amodei, president and co-founder of Anthropic, said: "EMEA has been central to our vision from the beginning. Our focus remains on serving the thriving startup ecosystem while continuing to deliver Claude's capabilities to major enterprises across the region—providing the advanced performance, security, and reliability that leading organizations need to transform how they work with AI." In February, this year, Anthropic struck a deal with the UK government to power AI integration into public services. Last month, Anthropic raised $3.5 billion at a $61.5 billion valuation.
5. <https://sifted.eu/articles/anthropic-european-expansion> - Anthropic is emphasising its focus on building “safe” AI models in its pitch to Europe’s top talent, as it looks to outcompete US rivals and homegrown startups for workers amid a major hiring push in the region. The company, which built the chatbot Claude, announced it was looking to more than double its European headcount of 100 in April. The move comes as competition for top AI talent ramps up across the region, with startups increasingly raising big money rounds and US big tech players opening offices in Europe. Anthropic — founded by former OpenAI employees with concerns of how the company developed models — is now looking to reinforce its messaging around developing AI responsibility as it expands in Europe, Guillaume Princen, head of EMEA, tells Sifted. “Anthropic is first and foremost an AI safety company,” he says. “There’s something deeply European about how Anthropic thinks about building AI.” Europe has adopted a more cautious approach to AI regulation since the ChatGPT-inspired boom in the technology in 2023, though France’s AI summit earlier this year signalled that some leaders in the region were wading back on safety concerns.
6. <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. "We've long planned to deepen our investment [in Europe],” said Daniela Amodei, president and cofounder of Anthropic, in a statement. “Since launching Claude in Europe last year, we've seen rapid organic growth amongst businesses and consumers alike, confirming the region’s strategic importance to Anthropic's future.” Anthropic announced it had hired former Stripe exec Guillaume Princen as head of Europe, the Middle East and Africa to lead the AI company's expansion.
7. <https://www.computerworld.com/article/3957031/anthropic-expands-in-europe-with-new-roles-and-emea-chief.html> - Anthropic plans to add more than 100 roles across Europe, indicating a broader push to expand its global footprint amid rising demand for enterprise-ready AI tools. The new roles will cover sales, engineering, research, and business operations, with most hiring focused in Dublin and London, according to a Reuters report. The company has also named former Stripe executive Guillaume Princen as its head of Europe, the Middle East, and Africa. Last month, Anthropic raised $3.5 billion in funding. In February, it launched Claude 3.7 Sonnet, its most advanced model to date and the first to feature hybrid reasoning capabilities.