

Company Case Study: Digital media & entertainment



About Code Wizards

Code Wizards specializes in video game technology, helping gaming companies enhance online gameplay experiences. The company focuses on two core services: building and scaling online and cloud “game tech” systems and providing 24/7 operational support through its Multiplayer Wizards division.

With offices in England, Scotland, and New Zealand, and a growing presence in the Metro Vancouver region, Code Wizards serves a diverse client base, including prominent names in the gaming industry. Currently employing about 80 staff, the company fosters a unique and inclusive culture all centred around “Making Games More Awesome”.

“The region’s workforce brings together expertise from diverse fields like software engineering, digital media, and gaming, enabling innovation across industries. It’s this ability to draw on cross-disciplinary skills that sets Vancouver apart.”

– Fred Jefferiss, Chief Operating Officer
at Code Wizards

Why the Metro Vancouver Region?

As a rapidly growing company, Code Wizards was looking to expand to the west coast of North America and was drawn to the Metro Vancouver region. “We needed a place on the West Coast. We thought about LA and Seattle but in the end, Vancouver just felt right,” said Stuart Muckley, Co-Founder and CEO. The region’s inclusive values, safety, and stability, well-functioning legal system, and overall livability were significant factors in the decision. “It’s a nice, inclusive area which looks and feels like us. The region has a thoughtful and deliberate way of doing things—it feels North American but not overly corporate.”

The proximity to major gaming hubs like Seattle and Los Angeles makes the Metro Vancouver region a practical base for Code Wizards’ operations. In addition to its strategic location, the region’s well-planned urban infrastructure, award-winning international airport, public transit and bike-friendly commuting options, and access to nature that enhance work-life balance create an environment for the company to thrive.



Community Over Competition

What truly sets the Metro Vancouver region apart for Code Wizards is its collaborative gaming community. Unlike other competitive ecosystems, the region's gaming companies support one another. "There's a really nice community of different gaming companies that all work with each other. They're not competing or bad mouthing each other—it speaks to the character and values of the place," said Muckley.

Code Wizards received substantial support from local studios like Iron Oak Games and Blackbird Interactive, who shared resources and advice during their setup phase. This sense of camaraderie reinforces the region's reputation as an ideal location for gaming startups and established firms alike.

"The feel of the region is one of inclusivity, diversity, and safety. It's easy to live here, and that makes it easier to build a strong, thriving team."

– Martin Thomas, Co-Founder and Principal Engineer at Code Wizards



Access to Talent and Global Mobility

While Muckley acknowledges that the Metro Vancouver region's talent pool is smaller than some of North America's largest tech hubs, he emphasized its "stickiness." Employees in the region tend to stay long-term, aligning with Code Wizards' ethos of fostering loyalty, longevity, and sense of family. Partnerships with local universities and the region's appeal to attract and retain Canadian and international talent also position the Metro Vancouver region as an attractive place to grow a team.

"There's a lot of coexisting gaming companies and a steady influx of talent from local universities and American graduates seeking a new experience in Canada," Muckley noted. The ease of integrating talent from the UK and New Zealand further strengthens the company's ability to operate a self-sufficient studio in Canada.

Looking Ahead

Code Wizards has ambitious plans for its local operations. Over the next five to ten years, the company envisions its Canadian studio as one of three major global hubs, employing hundreds of staff and operating from a "leafy" neighbourhood in Burnaby. The ongoing expansion of public transit infrastructure, such as the SkyTrain, will make the region even more accessible for employees and clients alike.

As Code Wizards scales its operations in the Metro Vancouver region, it remains committed to fostering a collaborative and inclusive environment and solidifying its role in shaping the future of multiplayer gaming. The company's presence reinforces the region's growing status as a global hub for gaming innovation.



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