

## JPMorgan's Fintech Vision Expands into the Valley

By David Kim, J.D. Candidate 2021 | October 31, 2018

Residents of Palo Alto, California will soon be greeting banking giant JPMorgan Chase as it makes an aggressive expansion into the heart of Silicon Valley. The move comes as JPMorgan increases its focus on digital payments and technological integration within its various platforms and services. With roughly 50,000 employees working in tech, the division's annual budget has reached a staggering \$10.8 billion, with \$5 billion in reserve for new investments. [The "fintech campus" to be completed in 2020](#) will house over 1,000 employees, a quarter of whom were absorbed into JPMorgan's payroll through the company's [recent acquisition of WePay](#), an online payment service provider.

Though the company has seen steady growth in the aftermath of the financial crisis, JPMorgan's entrance into Palo Alto speaks to a grander vision that stretches far beyond the bolstering of its fintech operations. The banking industry has long been viewed as a white-collar vestige steeped in the formalism and soul-crushing expectations shrouded behind the Manhattan skyline—a snapshot of Wall Street elitism that runs contrary to the [changing values of the modern tech workforce](#). JPMorgan's entrance into Silicon Valley seeks to change this very notion.

In many ways, JPMorgan's expansion illustrates the larger shift in the labor market for highly specialized workers: as the next generation of starry-eyed, socially conscious students surface from the libraries of elite universities, diploma-in-hand and the world at their fingertips, [demand for brilliance will continue to outstrip supply](#). In such a market, concessions must be made—a reality that CEO Jamie Dimon has internalized by crafting the Palo Alto campus in a way that emulates many characteristics of its competing neighbors: laid-back work environments, humane hours, and bountiful amenities to keep workers happy, satisfied, and engaged.

Furthermore, the move serves as a fascinating case study into the convergence of both coasts—a decision that evokes [memories of the "Traitorous Eight"](#) and their relationship with deep-pocketed financiers of the east that gave rise to Silicon Valley mainstays such as AMD and Intel. JPMorgan's new campus works to advance this very storyline—as an emblematic icon of a world in which minds and money are no longer separated by space, the future is looking bright for JPMorgan Chase in Palo Alto.

