



## About Asana

Asana is a leading work management platform that helps teams orchestrate their work, from daily tasks to strategic initiatives. Asana adds structure to unstructured work, creating clarity, transparency and accountability to everyone within an organization—individuals, team leads and executives—so they understand exactly who is doing what, by when.

Our co-founders started Asana because they experienced firsthand the growing problem of work about work, or internal coordination. Instead of spending time on work that generated results, they were spending time in status meetings and long email threads trying to figure out who was doing what. They recognized this pain was universal to teams that need to coordinate their work effectively to achieve their objectives. As a result of that frustration, they were inspired to create Asana to solve this problem for the world's teams.

## Leadership Team <https://asana.com/leadership>

- Dustin Moskovitz, Co-Founder and CEO
- Anna Binder, Head of People Operations
- Chris Farinacci, Head of Business
- Alex Hood, Head of Product
- Oliver Jay, Head of Sales & Customer Success
- Dave King, Head of Marketing
- Eleanor Lacey, General Counsel
- Prashant Pandey, Head of Engineering
- Tim Wan, Head of Finance

## Board of Directors

- Sydney Carey, CFO, Sumologic
- Matt Cohler, General Partner, Benchmark Capital
- Adam D'Angelo, CEO, Quora
- Dustin Moskovitz, CEO, Asana
- Lorrie Norrington, Operating Partner, Lead Edge Capital
- Anne Raimondi, Chief Customer Officer, Guru
- Justin Rosenstein, Board Member & Advisor, Asana

## Investors

- 8VC
- Andreessen Horowitz
- Benchmark Capital
- Founders Fund
- Generation Investment Management
- Lead Edge Capital
- World Innovation Lab



## Asana at a Glance

- With more than 700 employees worldwide, Asana is headquartered in San Francisco with offices in Dublin, London, Munich, New York, Reykjavik, Sydney, Tokyo and Vancouver
- Asana has over 75,000 paying organizations and millions of customers around the world
- Available in 195 countries and 6 global languages
- Named a Top 5 [Best Place to Work](#) by Fortune and Great Place to Work in 2017, 2018 and 2019
- Named a Leader in *The Forrester Wave™: Collaborative Work Management Tools for The Enterprise, Q4 2018* [report](#)
- Most recently named a Leader in the *IDC Marketscape: Worldwide Cloud Project Portfolio Management 2019 - 2020*

## Asana Customers

More than 75,000 paying organizations and millions of customers around the world from small businesses to large enterprises rely on Asana to manage everything from company objectives to digital transformations to product launches and marketing campaigns.

Asana customers include:

- **Sony Music** relies on Asana to manage their creative production and digital campaigns in support of artists like Jimi Hendrix, Mariah Carey, Alicia Keys, and Beyonce.
- **Viessmann**, a global manufacturer of heating and cooling systems, leverages Asana to power its digital workplace transformation to become more agile and flexible enabling them to react quickly to customers' changing needs.
- **Autodesk** manages their editorial calendars and production for Redshift, its premier owned-media site, in Asana to publish twice as much thought leadership content monthly and scaled to an additional seven languages.
- **G2**, a global software and services review platform, uses Asana to manage their strategic planning, global events and marketing campaigns—executing faster across the entire company.
- **Whale & Dolphin Conservation** relies on Asana to coordinate their research, marketing, and educational initiatives to create healthier oceans and achieve their goal of putting an end to whaling.
- **Givenchy** uses Asana to coordinate its global fragrance launches with collaborators across 19 functions including marketing, consumer experience, product, and finance.

To find out more about the teams who love Asana, visit <https://asana.com/customers>.

## Banishing Busywork

In 2019, Asana released the [Anatomy of Work Index](#), an in-depth analysis of how time is spent in the modern office.

Key Findings:

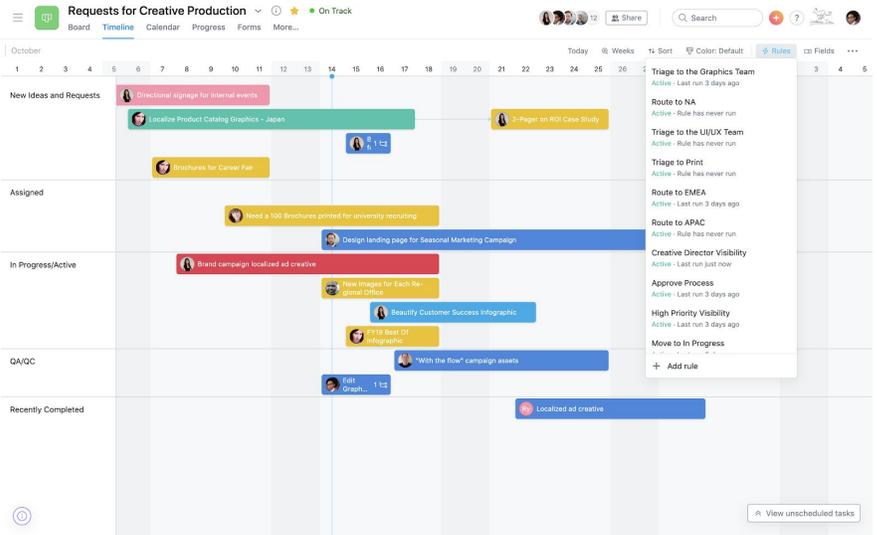
- Workers spend 60% of their time on work coordination, leaving only 13% for strategic planning and 27% for the skill-based job they were hired to do.
- Over 10% of an employee's week is spent on pure duplication of effort - amounting to more than 200 hours annually.



- Employees for organizations that are set up for efficiency report a 3X increase in feeling inspired to meet their goals and proud of their output.
- 64% of organizations that use work management software say their company is set up for efficiency versus 27% of firms that don't.

### Asana Industry Leading Features

- **Automation:** Enables individuals, teams and ultimately organizations to achieve new levels of efficiency and productivity with the introduction of a custom Rules builder, Vision and Voice mobile features and smarter project templates.
- **Workload:** Gives greater insight into team capacity to make smarter decisions about who's working on what at any given time.
- **Asana for Marketing & Creative Teams:** An end-to-end solution for teams to manage their entire marketing and design process from start to finish.
- **Portfolios:** Serves as a company's mission control center, eliminating the manual work of searching for, tracking down and piecing together information and status updates with a single, real-time view of the status of key initiatives.
- **Timeline:** Provides a living view of how all work fits together, helping start projects on the right foot and to hit deadlines. The in-depth project plans show how tasks connect and adapt as problems arise or work changes.
- **Integrations:** More than 100 integrations including Adobe, Box, Dropbox, Gmail, Okta, Outlook, Salesforce and Slack, ensures that wherever the work is happening, Asana is there.



### Pricing

Asana is available for teams and organizations of all sizes across four pricing plans - Basic, Premium, Business and Enterprise. For more details, visit <https://asana.com/pricing>.