Our co-founders were inspired to start Asana after experiencing the growing problem of work about work firsthand. Instead of spending time on work that generated results, they were spending more 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.

**Corporate Fact Sheet**

**Reduces work about work**

According to G2, the adoption of collaborative technologies accelerated by almost five years in early 2020. With the worldwide collaborative applications market growing at a five-year CAGR of 18%, there is a need to securely and effectively connect every worker to each other and their work.

Please see our earnings press release on September 1, 2021 for full disclosure. Growth rate is year-over-year.

**Our Platform**

Asana is a work management platform that helps teams orchestrate work, from daily tasks to cross-functional strategic initiatives. With Asana, organizations have a living system of clarity where everyone—regardless of where they’re located—can see, discuss, and execute their team's priorities.

More than 107,000 paying customers and millions of teams 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.

**Helping humanity thrive by enabling the world’s teams to work together effortlessly.**

**Company facts**

- **Q2 FY22 annualized revenue run rate**: $358M
- **Gross margin**: 97%
- **Revenue growth for customers spending $5k+**: 111%
- **Customer growth for customers spending $50k+**: 190
- **Total addressable market (2021)**: $50B+
- **Countries**: 184
- **Today, the world’s 1.25B knowledge workers (September 2019, Forrester) spend 60% of their time on work about work. (IDC Worldwide Collaborative Applications Forecast, July 2021)**

**Leadership team**

- **Co-Founder, President, & CEO**: Dustin Moskovitz
- **CFO**: Tim Wan
- **Head of Sales & Business Development**: Oliver Jay
- **COO**: Anne Raimondi
- **Head of Marketing**: Dave King
- **Head of Product**: Alex Hood
- **Head of People**: Anna Binder
- **General Counsel & Corporate Secretary**: Eleanor Lacey
- **Head of Engineering**: Prashant Pandey

**Our customers**

More than 107,000 paying customers and millions of teams across the world, from small businesses to large enterprises, rely on Asana to manage anything from company objectives to digital transformations to product launches and marketing campaigns.