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 organizations 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 organizations.

The Business Value of Asana

According to a Gartner report, organizations that rely on spreadsheets and email to manage their work in warehouses spend on average 33% of their time on work that generates nothing. With Asana, organizations get a living system of clarity where everyone can see, discuss, and execute their priorities. According to an IDC White Paper, sponsored by Asana, the Business Value of the Asana Platform, Doc. #US560642023, May 2023, Asana helps organizations in the following ways:

- Collaboration: 57% more projects delivered on time.
- Automation: Faster completion of digital transformation initiatives. For every dollar invested in Asana, companies save $3.33 on digital transformation initiatives.
- Prioritization: 1-year ROI of 214%.

As a result of Asana’s impact, companies have increased productivity, reduced costs, and driven innovation.

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 139,000 paying customers and millions of organizations 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.

Company facts

- **Q1FY24 annualized revenue run rate**: $610M
- **Non-GAAP gross margin**: 130%+
- **Total revenue growth**: 90%
- **Revenue growth**: 32%
- **Paying seats – largest single deployment**: 200K
- **DBNRR customers $100K+**: $5K+
- **Faster completion of digital transformation initiatives**: 33%
- **According to IDC, Asana helps organizations collaborate, leverage automation, and better focus on priorities—resulting in 57% more projects being delivered on time.**
- **With a 1-year ROI of 214%, Asana has the power to accelerate business growth by creating a central hub for collaboration all on one platform.**

Please see our press release on June 1, 2023, for full disclosure. Growth rate is year-over-year.

Note: We calculate our dollar-based net retention rate by comparing our revenues from the same set of customers in a given quarter, relative to the comparable prior-year period. Our reported rate equals the average of the prior four quarters. TTM = Trailing Twelve Months or last four quarters.

Leadership team

Dustin Moskovitz
Co-Founder, President, & CEO

Tim Wan
CFO

Neeracha Taychakhoonavudh
Head of Customer Experience

Shannon Duffy
Head of Marketing

Anne Raimondi
COO

Anna Binder
Head of People

Eleanor Lacey
General Counsel & Corporate Secretary

Prashant Pandey
Head of Engineering

Saket Srivastava
CIO

Alex Hood
Head of Product

Named to Inc. Magazine’s Best Workplaces for the sixth year in a row.