Asana Appoints Josh Abdulla as Head of Customer Experience

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Former LiveRamp Chief Customer Officer brings two decades of experience driving customer value and growth

SAN FRANCISCO--(BUSINESS WIRE)--Sep. 17, 2024-- Asana, Inc. (NYSE:ASAN)(LTSE:ASAN), the #1 AI work management platform, today announced the appointment of Josh Abdulla as Head of Customer Experience. Abdulla will report to Chief Revenue Officer, Ed McDonnell, and oversee Asana's customer success, professional services, and support teams.

Abdulla brings over 23 years of experience in customer-facing roles spanning professional services, technical support, and customer success. Most recently, he served as Chief Customer Officer at LiveRamp, leading the company's Customer Solutions organization, including its Global Services, Global Customer Success, and Global Customer Support teams. While there, Abdulla helped found LiveRamp's Global Services organization – growing the service's business to a team of more than 150 employees and improving the reduction in churn by double-digits in just three years.

"Josh's proven track record of building and scaling world-class customer success organizations makes him the ideal leader to take our customer strategies, communications, and engagements to the next level," said Ed McDonnell, Chief Revenue Officer, Asana. "His deep expertise and long-held passion for customers will be invaluable as we expand our enterprise footprint and enable our customers to run their entire business on Asana."

In his new role, Abdulla will drive adoption and ensure Asana's 150,000+ customers[1] realize maximum value from the platform, overseeing the development of service offerings in support of customers' unique use cases.

McDonnell continued, "Josh's arrival reinforces our focus on solving our customers' biggest challenges – providing even greater experiences through shared insights, learnings, streamlined communications, and support. Our goal is faster time to value for each customer, and Josh will be critical to harmonizing the entire customer journey."

"Asana has amazing potential with over 150K customers, millions of global users, and a powerful brand. We have the opportunity to become the essential platform companies use to run their entire business," said Abdulla. "I'm excited to be a part of this motion by strengthening our customer success engine to deliver unmatched value and growth."

About Asana

Asana, the #1 AI work management platform, is where work connects to goals. Over 150,000 customers like Amazon, Accenture, and Suzuki rely on Asana to manage and automate everything from goal setting and tracking to capacity planning to product launches. To learn more, visit asana.com.

[1]Includes free and paid customers and is accurate as of March 11, 2024.

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