Asana Appoints Arnab Bose as Chief Product Officer

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Former Okta Executive to Lead Product Strategy in New Era of Human + AI Collaboration

SAN FRANCISCO--(BUSINESS WIRE)--Sep. 9, 2025-- Asana, Inc. (NYSE: ASAN) (LTSE: ASAN), a leading enterprise work management platform for human + AI collaboration, today announced that Arnab Bose will join the company as Chief Product Officer, effective September 16, 2025. Bose will lead Asana's product strategy and innovation, as the company focuses on helping customers realize the productivity gains promised by AI and human teamwork.

Bose joins Asana from Okta, where he served as Chief Product Officer, driving vision and strategy for both Workforce Identity and Customer Identity solutions—essentially building the orchestration layer that connects millions of users with thousands of applications across enterprise environments. During this time he also led Okta Identity Governance from launch to over $100M in ARR, and played an instrumental role in key acquisitions to expand Okta's security capabilities.

“We are in the midst of an AI revolution," said Dan Rogers, CEO of Asana. “Most AI tools only help individuals and can't orchestrate team productivity, which is why ROI from AI remains low. The missing piece is the connective tissue between people, projects, and processes—and that's exactly what Asana provides. The Asana Work Graph gives AI the context it needs to bring the right people together and execute shared goals, while the automations in Smart Workflows and soon-to-be-launched AI Teammates drive work forward.”

Rogers emphasized that Bose brings the unique combination of vision and execution needed to seize the immense opportunity surrounding human and AI teamwork. “Arnab thinks beyond features to building a multi-product platform that serves users across the enterprise and unlocks new industries. His experience building enterprise products during major technology waves—from on-premises to cloud, desktop to mobile, and now AI—gives him the right perspective and skills to help us achieve our goals.”

“My career began by helping drive the shift to the cloud, which gave me a deep understanding of how to lead during periods of monumental change,” said Bose. “I believe an even larger transformation is coming in how humans collaborate with AI. Asana is uniquely positioned to lead this change, and I'm excited to build products that have the context needed to unlock the next level of human + AI collaboration.”

Prior to Okta, Bose held product leadership roles at Salesforce and Microsoft. Throughout his career, Bose has built enterprise products that have reached billions of users and holds more than 15 patents.

Asana will unveil its latest product updates at the Work Innovation Summit in London on September 25, 2025.

For more information about Asana’s AI features and capabilities, visit asana.com/ai

About Asana

Asana is a leading work management platform for human + AI collaboration. Over 170,000 customers like Accenture, Amazon, Anthropic, and Suzuki rely on Asana to align teams and accelerate organizational impact. Whether it’s managing strategic initiatives, cross-functional programs, or company-wide goals, Asana helps organizations bring clarity to complexity—turning plans into action with AI working alongside teams every step of the way. To learn more, visit www.asana.com.

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