

---

---

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549**

---

**FORM 8-K**

---

**CURRENT REPORT**

**Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934  
Date of Report (Date of earliest event reported): April 16, 2025**

---

**Asana, Inc.**

(Exact name of Registrant as Specified in Its Charter)

---

**Delaware**  
(State or Other Jurisdiction  
of Incorporation)

**001-39495**  
(Commission  
File Number)

**26-3912448**  
(IRS Employer  
Identification No.)

**633 Folsom Street Suite 100**  
**San Francisco, CA**  
(Address of Principal Executive Offices)

**94107**  
(Zip Code)

**(415) 525-3888**  
(Registrant's Telephone Number, Including Area Code)

---

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instructions A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Class A Common Stock, \$0.00001 par value	ASAN	New York Stock Exchange  Long-Term Stock Exchange

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

---

---

**Item 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.**

***Appointment of Director***

On April 16, 2025 the Board of Directors (the “Board”) of Asana, Inc. (the “Company”) appointed Marc Boroditsky to serve on the Board as a Class I director, effective as of April 16, 2025, until the Company’s 2027 Annual Meeting of Stockholders and until his successor has been duly elected and qualified, or until his earlier death, resignation or removal. Effective as of the time of Mr. Boroditsky’s appointment, the Board increased the size of the Board to nine members. Mr. Boroditsky has also been appointed to serve as a member of the Compensation Committee of the Board.

Mr. Boroditsky will be compensated for his services as a member of the Board and the Compensation Committee under the terms of the Company’s Non-Employee Director Compensation Policy.

The Company will enter into the Company’s standard form of indemnification agreement with Mr. Boroditsky in connection with his appointment to the Board.

There are no arrangements or understandings between Mr. Boroditsky and any other persons pursuant to which he was elected as a director of the Company. There are no family relationships between Mr. Boroditsky and any other director or executive officer of the Company and he has no direct or indirect material interest in any transaction required to be disclosed pursuant to Item 404(a) of Regulation S-K promulgated by the SEC.

The press release announcing Mr. Boroditsky’s appointment to the Board is attached hereto as Exhibit 99.1.

**Item 9.01 Financial Statements and Exhibits.**

**(d) Exhibits**

<b>Exhibit No.</b>	<b>Description</b>
99.1	<a href="#">Press Release, dated April 17, 2025, entitled "Asana Appoints Revenue Leader Marc Boroditsky to Board of Directors."</a>
104	Cover Page Interactive Data File (embedded within the Inline XBRL document).

---

**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**ASANA, INC.**

Dated: April 17, 2025

By: /s/ Eleanor Lacey

Eleanor Lacey

General Counsel and Corporate Secretary

## Asana Appoints Revenue Leader Marc Boroditsky to Board of Directors

*Boroditsky brings decades of experience scaling go-to-market strategies and revenue operations for Twilio, Cloudflare, as Asana charts new era as platform for AI and human coordination*

**SAN FRANCISCO, April 17, 2025** - Asana, Inc. (NYSE: ASAN) (LTSE: ASAN), a leading enterprise work management platform, today announced the appointment of Marc Boroditsky to its Board of Directors. Mr. Boroditsky brings significant go-to-market expertise and a proven track record of scaling revenue organizations at high-growth, multi-billion dollar revenue SaaS companies, which will be instrumental to Asana's next stage of growth.

"I'm excited to welcome Marc to our Board," said Dustin Moskovitz, CEO and co-founder of Asana. "Marc's extensive experience scaling SaaS companies with significant enterprise sales and self-service businesses into multi-billion dollar enterprises with sustained double-digit growth rates will be invaluable to Asana as we chart our path to becoming the definitive platform for human + AI coordination."

During his time as President of Revenue at Cloudflare, Mr. Boroditsky transformed the company's go-to-market approach by building customer journeys that foster full platform adoption. He built a collaborative culture based on first principles and accountability, implementing metrics-driven processes that delivered record-setting enterprise sales results and productivity. Previously at Twilio, Marc was Senior Vice President of Global Sales, then Chief Revenue Officer, where he reimaged the go-to-market strategy by creating a hybrid model that fueled self-service growth, along with enterprise sales, resulting in a tenfold increase in revenue and customer growth from 40,000 to over 250,000.

"I'm incredibly excited to join Asana's Board at such a transformative time for the company," said Marc Boroditsky. "The opportunity to work with a leading team building a product that is poised to deliver on the promise of AI transforming how we work is something I couldn't pass up. I'm impressed by Asana's vision to apply AI not just as a feature, but as a trusted teammate to reinvent how organizations operate and achieve greater business outcomes faster."

Mr. Boroditsky's appointment strengthens Asana's board with his unique blend of entrepreneurial vision and operational excellence. His experience spans from early-stage startups to publicly traded companies, with demonstrated expertise in profitable, high-growth global companies scaling across both product-led and sales-led go-to-market models.

### About Asana

Asana, a leading enterprise work management platform, is where work connects to goals. Over 169,000 customers like Amazon, Accenture, Morningstar, Anthropic 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 [www.asana.com](http://www.asana.com).

### Contacts

Eva Leung  
Asana Investor Relations  
[ir@asana.com](mailto:ir@asana.com)

Frances Ward  
Asana Communications  
press@asana.com