



# Company Mission

Help humanity thrive by enabling the world’s teams to work together effortlessly



# Our platform

Asana is an enterprise work management platform that helps organizations work smarter by connecting company-wide goals to the strategic initiatives, departments, teams, and work needed to achieve them.



AI



Automation



Workload



Universal Reporting



Integrations



Approvals



Workflows



Forms



Goals



Portfolios



Projects



Tasks

HELPING GLOBAL ORGANIZATIONS THRIVE

# The business value of Asana

214%

1-year ROI

According to IDC, Asana helps organizations collaborate, automate work, and better focus on priorities – resulting in 57% more projects being delivered on time. With a 33% faster completion of digital transformation initiatives, Asana has the power to accelerate business growth by helping organizations in every industry work smarter.

*IDC White Paper, sponsored by Asana, The Business Value of the Asana Platform, Doc. #US560642023, May 2023*

# Numbers at a glance

For Q4 FY24 ended on January 31st, 2024

\$653M

FY24 total revenue

19%

FY24 total revenue growth

29%

FY24 revenue growth from \$100K+ customers

115%

DBNRR from \$100K+ customers Q4FY24

20%

Customer growth from \$100K+ customers Q4FY24

90%

Non-GAAP gross margin Q4FY24

Please see our press release on March 11, 2024, for full disclosure. Growth rate is year-over-year.

Note: We calculate our DBNRR, 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.

# Our customers

Asana is trusted by 150K+ paying customers, and millions of users in 200+ countries and territories. Global companies across all industries rely on Asana to manage everything from goal setting and tracking to capacity planning to product launches.

For more information, visit [www.asana.com](https://www.asana.com).

accenture

affirm

amazon

Clear Channel Outdoor

Dr. AirWair  
Martens

GoodRx

HEARST

HELLO FRESH

Johnson&Johnson

THE NEW YORKER

Roche

Spotify

T Mobile

VIESSMANN

Under Armour

WIKIMEDIA FOUNDATION

# Company facts

FOUNDED

2008

PUBLIC MARKET LISTING

NYSE: ASAN  
LTSE: ASAN

HEADQUARTERS

San Francisco, CA

GLOBAL WORKFORCE

Chicago, Dublin, London, Munich, New York, Paris, Reykjavik, San Francisco, Singapore, Sydney, Tokyo, Vancouver, Warsaw

GLOBAL WORKFORCE

1,840 employees

# Leadership team



Dustin Moskowitz  
Co-Founder, President,  
& CEO



Tim Wan  
CFO



Anne Raimondi  
COO



Saket Srivastava  
CIO



Eleanor Lacey  
General Counsel &  
Corporate Secretary



Shannon Duffy  
CMO



Ed McDonnell  
CRO



Neeracha Taychakhoonavudh  
Head of Customer  
Experience



Alex Hood  
CPO



Anna Binder  
Head of People



Prashant Pandey  
Head of Engineering

