

Press Kit

JUSTWORKS.



CERTIFIED PEO

Contents

- 3 About Justworks
- 4 Founding Story
- 7 Our Team
- 13 What Our Customers Say
- 16 In the News
- 19 Press Assets
- 20 Frequently Asked Questions
- 24 Contact Information

About Justworks

Justworks helps entrepreneurs and businesses grow with confidence by giving them access to big-company benefits, automated payroll, HR tools, and compliance support — all in one place.

Justworks takes the busyness out of running a business. Founded in 2012, Justworks, the fastest growing HR technology company, helps entrepreneurs and businesses grow with confidence by giving them access to big-company benefits, automated payroll, HR tools, and compliance support — all in one place. Justworks does this by combining the power of a certified Professional Employer Organization (PEO) with expert 24/7 customer service and a simple and friendly platform. With Justworks, teams of all sizes can work fearlessly, pursue their passion, and do more of what matters.

Justworks is headquartered in New York, NY and works with growing businesses across all 50 U.S. states, with dedicated teams serving major U.S hubs including Atlanta, Austin, Boston, Dallas, Los Angeles, Philadelphia, and Washington D.C.

To learn more visit www.justworks.com follow us on Twitter [@JustworksHR](https://twitter.com/JustworksHR), and Instagram [@Justworks_HR](https://www.instagram.com/Justworks_HR).

Founding Story

Isaac Oates founded Justworks to create a world in which starting, running, and joining a growing business is an accessible option for all.

In 2012, Isaac found himself frustrated by paperwork, exorbitant costs, and endless hours spent on administration instead of his team. It wasn't the first time he had felt this way — at his first startup Adtuitive, hiring, payroll, and the constant administrative distractions of running a business stifled the parts of entrepreneurship and building a business that he loved.

After Etsy acquired his first startup, Adtuitive, in 2009, Isaac led their HR

and payments group, where he worked extensively with remote and distributed teams, as well as freelance and part-time employees. He knew he couldn't be the only one wishing for a better way to take care of his team, so in 2012 he left Etsy to build Justworks. Today, whether it's for 2 or 200 employees, entrepreneurs and growing businesses across all 50 U.S. states use Justworks to work fearlessly, pursue their passion, and do more of what matters.

In 2012, Isaac Oates found himself frustrated by paperwork, exorbitant costs, and endless hours spent on administration instead of his team.

It wasn't the first time he'd felt this way — Isaac knew firsthand that entrepreneurs face challenges of all shapes and sizes. At Adtuitive, his first startup, his vision felt clear but the time he spent on hiring, payroll, and compliance paperwork kept him from pursuing it to the fullest day-in, day-out.

After Etsy acquired Adtuitive in 2009, Isaac led Etsy's HR and payments group, where he worked extensively with remote and distributed teams, as well as freelance and part-time employees. Again, he felt the constant administrative distraction stifling his and his team's full potential — there had to be a better way.

Workplaces were evolving. The needs of entrepreneurs, growing businesses, and employees had become more complicated, but the infrastructure to support them hadn't kept up. While the internet had made many things easier, even people at internet businesses were still hunching over fax machines to hire and pay their team, not to mention struggling to understand complex payroll tax and compliance requirements. Isaac knew he couldn't be the only one

wishing for a better way, so in 2012 he left Etsy to build one.

From his early career as a payments engineer at Amazon to his 12 years of service as an intelligence officer in the Army Reserve, Isaac's technical experience and intuition for leading and preparing teams for any scenario were a perfect match for founding Justworks. To disrupt the "back office," he recognized the need to create an entirely new platform — a seamless fusion of software and service delivery built to put people first.

By building Justworks' tech from the ground up, Isaac ensured the company owned every aspect of the employer and employee experience across benefits, payroll, HR tools, and compliance support. Plus, as a Professional Employer Organization (PEO), Justworks could handle the tedious and complicated work of filing, reporting, and procuring the correct insurance policies for growing businesses and their teams.

Simple? Not quite.

Many before Justworks had tried, but no one had figured out a truly worry-free way to support modern entrepreneurs. These are people who believe good software is something that everyone should have and that it should do

everything. They expect a platform and service delivery that is reliable, always improving, and easy to use. When it comes to problems, they communicate on their terms and want someone to respond right away, not weeks later.

Historically, these high expectations had proven an impossible fit for HR technology.

From the beginning, Isaac focused on solving the technology challenges of legacy providers while also recognizing the merit of their compliance focus. Justworks spent years becoming a licensed provider in every state before it

even launched. Five years on, marrying strict regulatory adherence with simple and friendly software has proven to be a winning combination. With no need for customers to deal with a brokerage or rely on multiple points of contact for support, Justworks makes the incredibly complex parts of running a businesses easier and more fun to navigate.

Today, whether they have 2 or 200 employees, entrepreneurs and growing businesses across all 50 U.S. states use Justworks to work fearlessly, pursue their passion, and do more of what matters.

Our Team

Isaac Oates FOUNDER AND CEO

Leads: overall innovation, strategy, and direction.



Isaac Oates is the founder and CEO of Justworks, the fastest growing HR technology company that helps entrepreneurs and businesses grow with confidence. Frustrated by paperwork, exorbitant costs, and endless hours spent on administration

associated with running a growing business, Isaac came up with the idea for Justworks in 2012. After Etsy acquired his first startup Adtuitive, Isaac led Etsy's HR and payments group, where he recognized that back-office complexities could be simplified.

Joe Blossom SR. MANAGER OF PRODUCT MANAGEMENT AND DELIVERY

Leads: prioritization and management of product roadmaps, product requirements development, and product launches.



Joe Blossom is the Senior Manager of Product Management and Delivery at Justworks, the fastest growing HR technology company that helps entrepreneurs and businesses grow with confidence. His team sets and executes Justworks' product roadmap, ensuring that all changes to the

platform are based on a fundamental understanding of what it's like to be in our customers' shoes. Before joining Justworks in 2016, Joe served as the Senior Product Manager, Payments at Etsy where he enabled an easy way for payment transactions to take place between buyers and sellers.

Kirsten Behncke Colyer VICE PRESIDENT OF PEOPLE AND TALENT

Leads: oversight of our people operations, workplace team, and recruiting.



Kirsten Behncke Colyer is the Vice President of People and Talent at Justworks, the fastest growing HR technology company that helps entrepreneurs and businesses grow with confidence. Kirsten leads Justworks' people and talent function, which

includes oversight of people operations, workplace, and recruiting. Before joining Justworks, Kirsten worked at Reval as EVP, Chief Human Resources Officer, and Lab49 as Director, Global Head of Human Resources.

David Feinberg VICE PRESIDENT OF OPERATIONS AND RISK

Leads: PEO operations and risk management, ensuring the delivery of quality benefits and compliant products.



David Feinberg is the Vice President of Operations and Risk at Justworks, the fastest growing HR technology company that helps entrepreneurs and businesses grow with confidence. He leads a cross-functional team with broad oversight to ensure delivery of customers' payroll, payroll tax, workers compensation, and benefits

in compliance with regulation across all 50 U.S. states. David began his career as equity research analyst for Goldman Sachs and later Morgan Stanley, where he first covered legacy PEOs. He made the transition to the startup world at WellNet, where he built national, small group health plans as the Executive Vice President of Health Plan.

Michael Greten CHIEF FINANCIAL OFFICER

Leads: optimization of return on capital, business insights, and accounting operations, as well as financial strategy, reporting, and controls.



Michael Greten is the Chief Financial Officer at Justworks, the fastest growing HR technology company that helps entrepreneurs and businesses grow with confidence. He leads the teams responsible for equipping Justworks' leadership with

the data and analysis necessary to take action that aligns with the company's overall growth strategy. Before joining Justworks, Michael was the Vice President of Finance and Accounting at iCIMS, where he managed their corporate accounting and treasury functions.

Robert Lopez SVP OF SALES

Leads: closing new business across all markets.



Robert Lopez is the Senior Vice President of Sales at Justworks, the fastest growing HR technology company that helps entrepreneurs and businesses grow with confidence. He has built the company's consultative sales team of over 100 people, who

act as trusted advisors and educators to businesses across all 50 U.S. states. Before Robert joined Justworks, he worked as the Head of Sales, Sales Operations, and Business Development at Groupon before becoming their General Manager / CEO, Andean Region.

Doug Nelson DIRECTOR OF DEMAND GENERATION

Leads: generation, qualification, and delivery of inbound SQAs to Justworks' sales organization.



Doug Nelson is the Director of Demand Generation at Justworks, the fastest growing HR technology company that helps entrepreneurs and businesses grow with confidence. He manages all marketing programs that

contribute to lead conversion, ensuring an instrumented approach and a healthy return on marketing spend for the business. Before joining Justworks, Doug held a series of marketing leadership positions across the Fintech, Adtech, and Healthcare industries.

Bala Pitchandi VICE PRESIDENT OF ENGINEERING

Leads: software architecture, development, quality, and execution for of all Justworks' customer-facing features.



Bala Pitchandi is the Vice President of Engineering at Justworks, the fastest growing HR technology company that helps entrepreneurs and businesses grow with confidence. He leads the engineering department, guiding the multiple teams responsible for developing Justworks' seamless

and innovative HR technology. He has broad oversight of Justworks' software architecture, development, and quality. Bala was previously the Vice President of Engineering at Vidyo, where he managed a 60 person global team that built their video collaboration cloud service and all related apps.

Mario Springer VICE PRESIDENT OF COMPLIANCE AND LEGAL

Leads: legal strategy, ensuring compliance at the corporate level with all federal and state laws.



Mario Springer is the Vice President of Compliance and Legal at Justworks, the fastest growing HR technology company that helps entrepreneurs and businesses grow with confidence. He oversees scalable legal support to internal teams on benefits,

HR, payroll, customer compliance, and external communications. Before joining Justworks, Mario worked at ADP for ten years. Prior to this, he practiced corporate and commercial real estate law for nine years at White & Case LLP, Morgan Lewis & Bockius LLP, and Greenberg Traurig LLP.

Matthew Tom-Wolverton DIRECTOR OF TECHNICAL OPERATIONS

Leads: IT infrastructure, developer tools, data warehouse, and performance and availability of all Justworks' systems.



Matthew Tom-Wolverton is the Director of Technical Operations at Justworks, the fastest growing HR technology company that helps entrepreneurs and businesses grow with confidence. He leads the team responsible for supporting the

company's platform, systems, and automation to ensure everything is running smoothly behind the scenes. Before Justworks, Matthew worked at Tumblr where he built and led the engineering teams focused on monetization.

Camilla Velasquez SVP OF PRODUCT AND MARKETING STRATEGY

Leads: market analysis, evolving and deepening our brand position, product-market fit, and new product strategy.



Camilla Velasquez is the Senior Vice President of Marketing and Product Strategy at Justworks, the

fastest growing HR technology company that helps entrepreneurs and businesses grow with confidence. She leads market analysis, evolving and deepening

Justworks' brand position, and new product strategy. Camilla previously worked at Etsy, where she was the Director of Payment Product and Multi-Channel Sales. Before Etsy, she was a Director of New Product Development at American Express.

Jason Whitman VICE PRESIDENT OF CUSTOMER SUCCESS

Leads: Justworks' 24/7 support, account management, onboarding, and human resources consulting.



Jason Whitman is the Vice President of Customer Success at Justworks, the fastest growing HR

technology company that helps entrepreneurs and businesses grow with confidence. Jason leads Justworks' 24/7 customer support, account

management, onboarding, and HR consulting teams, ensuring we're working whenever you're working. Before joining Justworks, he was Senior Vice President of Client Services at Indeed, where he built and led the global Client Services team and its Small Business service function.

What Our Customers Are Saying

AXIOS

[AXIOS](#)
New York

“Everyone loves how easy it is... Justworks has really allowed us to scale quickly.”

Kayla Brown, Chief of Staff

made · in

[MADE IN COOKWARE](#)
Austin, TX

“Outsourcing [payroll and HR] made so much sense for us to be able to focus on the business and get the product to market.”

Chip Malt, CEO and Co-Founder

nomadworks

[NOMADWORKS](#)
New York

“Justworks doesn’t provide any room for human error. Payroll is completely plug and play.”

Christina Boland, Director of Operations



REBOOT
New York

“Justworks just makes life insanely easy. I’ve got every HR solution in one place, plus my benefits and a rad team to support it, and that helps my internal team work really efficiently.”

Ali Schultz, COO



GIVING DATA
Boston

“With our business growing so quickly, we needed a solution that could take HR compliance issues off my shoulders.”

Alfred Gracombe, Founding Partner



ARTEMIS WARD
Washington, D.C.

“Justworks has been great at allowing us to operate the flow of money from a vendor, payroll, back-office perspective.”

Colin Moffett, Managing Partner

HYPER ISLAND

[HYPER ISLAND](#)

New York

“Justworks doesn’t feel like an HR company. It feels like somebody is serving my needs and having to win me as a client everyday.”

Per Vidar Lundberg, Global Director of Executive Education



[MAMAVA](#)

Burlington, VT

“Justworks definitely allows us to do so much more with less.”

Sascha Mayer, Co-founder and CEO

Justworks In the News

lifehacker

SEPTEMBER 05, 2018

I'm Justworks Founder Isaac Oates,
and This Is How I Work

[READ ARTICLE](#)

Entrepreneur.

AUGUST 29, 2018

Netflix-Like Recommendations May
Be in Store for Workplace Benefits

[READ ARTICLE](#)

THE WALL STREET JOURNAL.

APRIL 30, 2018

Venture Capitalists Talk About the
Big Investments They Didn't Make

[READ ARTICLE](#)

Inc.

AUGUST 01, 2018

This Company Let 300 Employees
Work From Anywhere for a Week.
Here's What Happened

[READ ARTICLE](#)

QUARTZ

JUNE 25, 2018

Tech's diversity problem can't be solved
overnight—and it shouldn't be

[READ ARTICLE](#)

Forbes

MARCH 19, 2018

How Justworks Helps Small Businesses
Manage HR And Payroll

[READ ARTICLE](#)



MARCH 06, 2018

Justworks raises \$40M to build a simpler business operations suite

[READ ARTICLE](#)



MARCH 06, 2018

Justworks raises \$40 million to grow its HR, payroll, and benefits platform

[READ ARTICLE](#)

For a complete list of articles, please visit:

<https://justworks.com/press>

Press Assets

[Justworks Logos](#)

[Justworks Leadership Team Headshots & Office Shots](#)

[Product / Dashboard Images](#)

Frequently Asked Questions

What is Justworks?

Justworks takes the busyness out of running a business. Founded in 2012, Justworks, the fastest growing HR technology company, helps entrepreneurs and businesses grow with confidence by giving them access to big-company benefits, automated payroll, HR tools, and compliance support — all in one place.

Justworks does this by combining the power of a certified Professional Employer Organization (PEO) with expert 24/7 customer service and a simple and friendly platform. With Justworks, teams of all sizes can work fearlessly, pursue their passion, and do more of what matters.

Where is Justworks located?

Justworks is headquartered in New York, NY and works with customers across all 50 states, with dedicated teams serving major U.S. hubs including Atlanta, Austin, Boston, Dallas, Los Angeles, Philadelphia, and Washington D.C.

When was Justworks founded?

Isaac Oates founded Justworks in October 2012.

How many employees work for Justworks?

Justworks currently has over 400 employees.

We are a certified [Great Place to Work](#), rated as one of [Fortune's top 25 workplaces](#) in New York, and ranked as one of Great Place to Work's [Best Workplaces in Technology for 2018](#).

Who are Justworks' current customers?

Justworks supports growing businesses across all 50 U.S. states. From coast to coast and across the tech, agency, non-profit, and professional services industries, businesses are saving time and money with Justworks.

A sampling of Justworks customer case studies can be found here: justworks.com/our-customers.

As sampling of Independent reviews of Justworks can also be found here: g2crowd.com/products/justworks/reviews.

How much capital has Justworks raised thus far and who are the company's lead investors?

Justworks has raised \$93M in venture financing since it was started in 2012. Most recently, on the heels of announcing a \$40M Series D March 2018, Justworks received another major growth investment from Spark Capital in May 2018.

Who are the company's lead investors?

The company's roster of backers includes [Bain Capital Ventures](#), [FirstMark Capital](#), [Index Ventures](#), [Redpoint Ventures](#), [Spark Capital](#), and [Thrive Capital](#).

Who is on the Justworks leadership team?

Isaac Oates - Founder and CEO

(alphabetical)

- Joe Blossom - Senior Manager of Product Management and Delivery
- Kirsten Behncke Colyer - Vice President of People and Talent
- David Fienberg - Vice President of Operations and Risk
- Michael Greten - Chief Financial Officer

- Rob Lopez - Senior Vice President of Sales
- Doug Nelson - Director of Demand Generation
- Bala Pitchandi - Vice President of Engineering
- Mario Springer - Vice President, Compliance and Corporate Counsel
- Matthew Tom-Wolverton - Director of Technical Operations
- Camilla Velasquez - Senior Vice President of Marketing and Product Strategy
- Jason Whitman - Vice President of Customer Success

How does the Justworks platform work?

Justworks simple and friendly platform provides access to big-company benefits, automated payroll, HR tools, and compliance support — all in one place:

- Benefits: We help entrepreneurs ensure their team feels secure and valued with access to a curated suite of top-notch benefits at more affordable rates otherwise unavailable to growing businesses.
- Payroll: Whatever size or shape a team takes, Justworks grows with them. Scaling quickly or taking it slow and steady - either way, we've got their back... and automated

payroll they can count on.

- **HR Tools:** We're on a mission to free growing businesses and entrepreneurs from administrative headaches and give them back their time. We handle the nitty-gritty of HR admin, so they can focus on what matters.
- **Compliance:** As a certified PEO, we aggregate our customers under one EIN, which allows us to take on their government paperwork, workers' comp, and other tax compliance needs. We're legally certified to do so in all 50 U.S. states. Plus, we're a growing business ourselves, so we get what our customers are going through. We bring a level of empathy that no other PEO can offer.
- **UX:** Justworks is built with the millennial workforce in mind - and specifically for the growing businesses trying to attract and retain them. We built our tech from the ground up. Our simple and friendly platform makes work and life easier and more fun to navigate.

What is a PEO?

PEO stands for Professional Employer Organization. PEOs work with businesses to help them manage their payroll-related taxes, certain human resources functions, provide

access to benefits, and manage other administrative functions that are necessary to run a business.

Within the PEO category, Justworks is one of only a few [“certified” PEOs](#).

Learn more about what a PEO is here: justworks.com/blog/whats-a-peo

Who can use Justworks?

Justworks helps teams of all sizes. CEO's, founders, HR Admins, and Directors of People & Talent (among others) use us everyday to work fearlessly.

What vendors and providers does Justworks work with?

Justworks gives its customers' employees access to Aetna health insurance and MetLife dental and vision insurance — all at affordable rates.

All customers offering access to Aetna health insurance through Justworks also get access to primary care coordination through [One Medical](#) at no extra cost.

In addition, all customers offering access to Aetna health insurance through Justworks get access to [Health Advocate](#), which provides unlimited, confidential access to a dedicated consultant to help employees make sense of their healthcare and insurance-related costs (and negotiate them down whenever possible).

For more information on the benefits and perks accessible through Justworks please visit: justworks.com/features/benefits.

What is Justworks' 24/7 support?

Justworks offers 24/7 support, allowing businesses to get support on their benefits, payroll, tax, and compliance issues on demand, whenever they need it most.

Justworks launched this feature in November 2017, in response to the needs of entrepreneurs on its platform, who often work late nights and during weekends to run their companies.

These people are always on, and they need always-on support to help them tackle the challenges that entrepreneurship often presents. Justworks gives them the ability to contact a team member through phone, SMS, email, live chat, or Slack to answer their important questions quickly and accurately at any time, day or night.

Justworks is the first in the industry to provide around-the-clock support for all aspects of the benefits, payroll, and HR process. To learn more visit: justworks.com/features/support.

Contact

If you are a member of the media and would like to get in touch please contact us at:

press@justworks.com

(212) 584-4289

Only media inquiries will receive a response. If you're a Justworks customer or have other questions about the site or company, please visit our [Help Center](#) or call us at:

(888) 534-1711