Tim Sanders Joins Upwork as Vice President of Customer Insights

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New York Times bestselling author and former Chief Solutions Officer of Yahoo will drive Upwork's customer-centric approach to helping businesses solve their talent gap problems.

SANTA CLARA, Calif.--(BUSINESS WIRE)--Jan. 9, 2020-- Upwork ($UPWK), the leading online talent solution, today announced that Tim Sanders has joined the company as vice president of customer insights. In this new role for the company, Sanders will help businesses implement better ways of working through the adoption of flexible talent solutions.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20200109005257/en/

Upwork announced that Tim Sanders has joined the company as vice president of customer insights. (Photo: Business Wire)

Sanders brings more than 25 years of experience, spanning from his time as chief solutions officer at Yahoo to an early-stage team member of Mark Cuban's broadcast.com and at his own research-based consultancy, working with leading global brands such as Farmers Insurance, Cox Media Group and Raytheon. While at Yahoo, Sanders founded the company's ValueLab, which conducted research and executive briefings to support Yahoo's most strategic relationships. At broadcast.com, Sanders produced the Victoria's Secret Fashion Show webcast, which gained worldwide attention due to its record-breaking viewership. Sanders is the *New York Times* bestselling author of five books, including *Love is the Killer App: How to Win Business and Influence Friends* and *Dealstorming*, which won the 2016 Axiom Book Awards Gold Medal for sales. He has also delivered keynote speeches at over 500 events around the world.

"Having Tim as part of our team next-levels our efforts to help businesses embrace better ways of working," said Lars Asbjornsen, senior vice president of marketing. "Tim is a change agent who will work with companies to create better, more flexible ways to access the quality talent they need. As more businesses build flexible benches of professionals by leveraging Upwork, Tim will be on the front lines learning about their needs and helping them implement powerful solutions."

"I've been in love with Upwork for a few years as a customer and recently consulting to its team. The more I learned about Upwork's culture, vision and capabilities, the more I wanted to be part of this journey," said Sanders. "The company's flexible talent platform is disrupting how companies get things done, scale up to opportunities and compete financially. Over the next few years, we'll add a great deal of value to our customers by solving their talent gap problems and bringing them game-changing insights that fuel their breakthrough initiatives."

Sanders' new role will include working with leading enterprises on their adoption of Upwork's flexible talent solution, developing key insights for and about Upwork customers and how Upwork outperforms current talent solutions in key areas such as talent quality, speed, flexibility and cost effectiveness in the digital era.

About Upwork

Upwork is the leading online talent solution transforming professional staffing. We empower businesses with more flexible access to quality talent, on demand. Through Upwork's matching technology and services, companies have access to a global pool of proven professionals so they can scale their teams dynamically to meet business needs. Upwork also provides skilled professionals access to more opportunities.

Upwork's mission is to create economic opportunities so people have better lives. The community of independent professionals working via Upwork spans many categories including software development, creative & design, finance & accounting, consulting, operations and customer support—over 8,000 skills are represented.

More than thirty percent of the Fortune 500 use Upwork. Clients include Airbnb, Automattic, GE, and Microsoft.

Upwork is headquartered in Santa Clara, Calif., with offices in Chicago and San Francisco, as well as team members in more than 800 cities worldwide. For more information, visit Upwork's website at www.upwork.com and join us on LinkedIn, Twitter, and Facebook.

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