

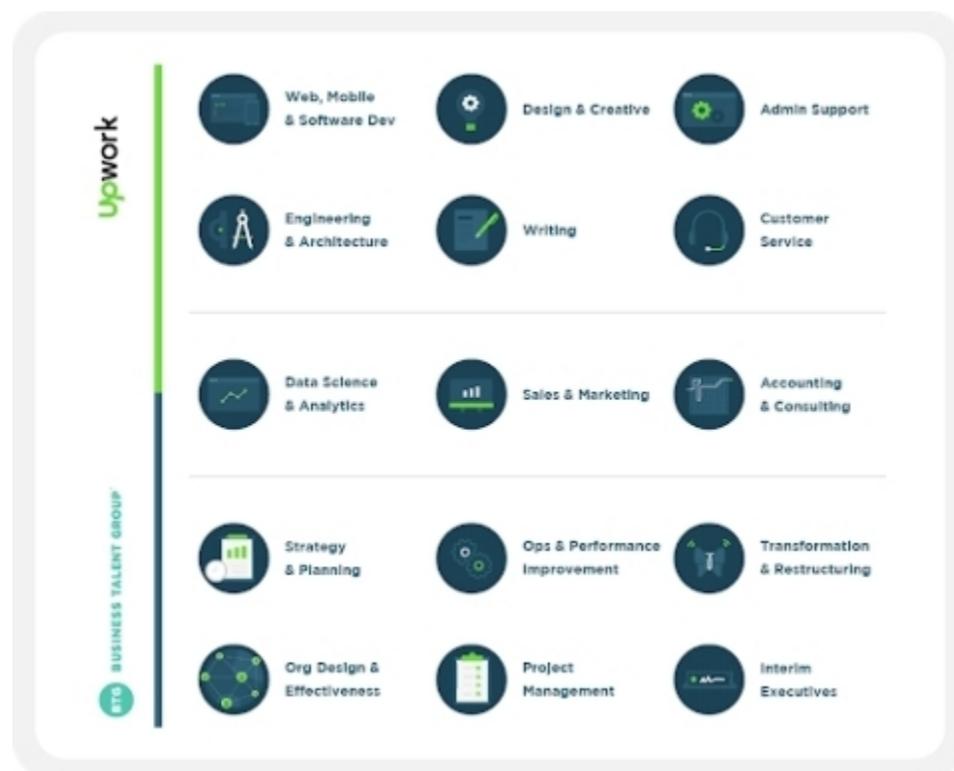
Upwork and Business Talent Group Join Forces to Offer Independent Talent More Project-Based Opportunities

June 17, 2020

In response to the impacts of COVID-19 on the U.S. labor force, new collaboration provides clients access to a variety of specialized skills and expertise powered by the global community of proven professionals from Upwork and Business Talent Group

SANTA CLARA, Calif. & LOS ANGELES--(BUSINESS WIRE)--Jun. 17, 2020-- Upwork (Nasdaq: UPWK), the leading online talent platform, today announced an exclusive collaboration in the on-demand talent industry with Business Talent Group (BTG), the leading marketplace for independent management consultants, interim executives, subject matter experts, and project managers. With this collaboration, Upwork and BTG will offer clients access to on-demand talent across both companies' networks—helping businesses ensure continuity and prepare for the future by connecting them with skilled and proven remote and onsite professionals. In addition, independent professionals on both Upwork and BTG will benefit from increased access to a wider set of clients to protect their income and livelihood during uncertain times.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20200617005231/en/>



(Graphic: Business Wire)

roles.

"This collaboration ushers in a new era of flexibility at a time when everyone needs it. Unlocking the power of on-demand talent at all levels of the business hierarchy will help our clients close the gap between the jobs that need to be done, and the talent to get the work done," said Hayden Brown, CEO of Upwork. "I'm excited to announce this collaboration as the latest step we're taking to support the talented professionals and committed clients who discover better ways of working every day by using our platform."

The collaboration promises to deliver talent configurations drawing on the more than 8,000 skills represented on Upwork and BTG's capacity to deliver highly skilled talent for critical strategic, operational, and transformative projects enabling, for example:

- Business leaders to continue plans for digital transformations, despite the COVID-19 pandemic, by leveraging highly strategic transformation and artificial intelligence experts from BTG and skilled UI/UX developers from Upwork
- Pharmaceutical companies working on new drug launches to simultaneously develop market access strategies with help from BTG's life science talent while also leveraging medical writers, content strategists, and designers from Upwork to create the content and visual branding for the drug launch
- Retail and CPG companies to capture opportunities from increased online interactions by rapidly enhancing E-commerce and omnichannel strategies with BTG talent and implementing them with the help of SEO, SEM, social media, email, and

Upwork and BTG respectively work with more than 30 percent of the Fortune 500 and 50 percent of the Fortune 100—as well as hundreds of Fortune 1000 businesses. Both companies deliver independent professionals through secure platforms, while easing the burden on businesses searching for skilled talent.

"The many people who already enjoy working independently and flexibly represent an important way for clients to get work done in these uncertain times," said Jody Greenstone Miller, BTG Co-Founder and Co-CEO. "As more professionals join their ranks, this collaboration will maximize our collective ability to connect them with the businesses that urgently need their skills. Top independent talent offers companies a way to break through traditional resourcing boundaries and meet fluctuating business demands."

Now more than ever, companies need on-demand and flexible talent solutions to address hiring challenges and growing skills gaps. With more than 30 years of combined experience in delivering innovative workforce solutions, Upwork and BTG connect companies with talent around the globe for strategic, operational, technology, digital, and creative tasks or

marketing automation professionals from Upwork

As pioneers in the on-demand talent industry, Upwork and BTG serve as trusted advisors to countless Fortune 1000 business leaders on how to rapidly and compliantly deploy proven independent professionals for mission-critical work.

View Upwork's Remote Work Resources at <https://www.upwork.com/i/future-workforce/fw/2020/> and BTG's High-End Independent Talent Report at <https://resources.businessstalentgroup.com/high-end-independent-talent-report>.

About Upwork

Upwork is the leading online talent solution transforming traditional 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, BISSELL, GE, and Microsoft.

Upwork is headquartered in Santa Clara, Calif., with an office in Chicago 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](#).

About Business Talent Group

Business Talent Group (BTG) is the leading marketplace that connects independent management consultants, subject matter experts, executives, and project managers with top companies to solve their biggest business problems. BTG provides just the right on-demand talent needed—remote or on-site, part-time or full-time, individuals or teams, all around the world.

Fifty percent of the Fortune 100 trust BTG to curate, vet, and deliver legally compliant talent that fuel growth, innovation, and performance improvement. Clients include McKesson, Logitech, Astellas, Hilton, and Hitachi.

For more information, visit businessstalentgroup.com and join the conversation on [Twitter](#), [LinkedIn](#), and [Facebook](#).

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