

**ABOUT JUSTWORKS**

# **Press Kit**

# Table of Contents

---

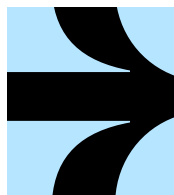
<b>01</b>	<b>About Justworks</b>	<b>2</b>
<b>02</b>	<b>Founding Story</b>	<b>3</b>
<b>03</b>	<b>Our Team</b>	<b>4</b>
<b>04</b>	<b>What Our Customers Say</b>	<b>13</b>
<b>05</b>	<b>In the News</b>	<b>16</b>
<b>06</b>	<b>Frequently Asked Questions</b>	<b>18</b>
<b>07</b>	<b>Contact Information</b>	<b>23</b>

# 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 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](http://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 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, the time he spent on hiring, payroll, and compliance kept him from focusing on what mattered most.

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. The internet had made many things easier, but even people running 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.

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

So, in 2012, Isaac left Etsy to build one.



# Our Team

---



**Isaac Oates**

FOUNDER AND CEO

**\* Leads: overall innovation, strategy, and culture.**

Before founding Justworks, Isaac served for 12 years in the National Guard and Army Reserve as an intelligence officer, where the importance of an unshakeable team and a focus on people became clear to him. He began his professional career as a software engineer for Amazon, eventually leaving to build his first startup Adtuitive, which was acquired by Etsy in 2009.

At both Adtuitive and later Etsy, where Isaac led the HR and payments group, he recognized the system was broken. Frustrated by paperwork, exorbitant costs, and endless hours spent on administration instead of his team, he came up with the idea for Justworks in 2012.

Isaac holds an MBA from Cornell University and a BS in Computer Science from the University of Illinois at Urbana-Champaign. He lives in Manhattan with his son James.



## Michael Seckler

CHIEF OPERATING OFFICER

### **Leads: expansion of Justworks' core business.**

Mike works across various disciplines including marketing, sales, customer success, risk, product, and engineering. A member of Justworks' Board of Directors since 2015, he joined as SVP & Chief Operating Officer in 2019 to lead the expansion of Justworks' core business.

Prior to Justworks, Mike co-founded Euclidean Technologies, an investment management firm specializing in machine learning and long-term equity investing. He previously served as a division vice president at ADP, after the firm's acquisition of Employease, an HR SaaS company that he co-founded in 1996 and built for over a decade.

Mike holds a dual Bachelor's Degree in Geology and History from Williams College. He lives in New York City with his wife and three daughters.



## Robert Lopez

SENIOR VICE PRESIDENT OF SALES AND CUSTOMER SUCCESS

**\* Leads: sales, business development, sales training & enablement, 24/7 full-service support, account management, and HR Consulting.**

Robert leads all of Justworks' customer-facing teams including sales and customer success. He has built Justworks' consultative sales team who act as trusted advisors and partners to businesses across the country in all 50 states. For the customer success team, Rob leads the setup and execution of Justworks 24/7 full-service support strategy to create confidence and delight customers through simplicity and expertise. His broad oversight of both teams ensures a process that drives customer satisfaction and retention from the initial sales process through to building a long term customer relationship.

Robert joined Justworks to build the sales organization in 2014. Before Justworks, he worked for Groupon as the Head of Sales, Sales Operations, and Business Development for Latin America before becoming the General Manager and CEO, Andean Region. He also served as GM. Prior to this, he worked in Business Development for Platinum Equity, LLC and as a Senior Associate for Morgan Stanley.

Robert holds an MBA from the Stanford University Graduate School of Business and a Bachelor's Degree in International Relations from the College of William and Mary.



## Camilla Velasquez

SENIOR VICE PRESIDENT OF PRODUCT

**\* Leads: evolving and deepening user experience, product-market fit, and product partnerships.**

Camilla leads the Product team, with a mission to perfect a simple and friendly experience for Justworks' customers in an industry otherwise known for being opaque and overly complex. She has broad oversight of product development, product-market fit, product design, partnerships, and product marketing.

Prior to Justworks, Camilla worked at Etsy where she was the Director of Payment Products and Multi-Channel Sales. She led Etsy's proprietary global payments platform, Direct Checkout, and the supporting product and operations teams working on the company's proprietary payments products and wholesale initiatives. Before Etsy, she was a Director of New Product Development at American Express.

Camilla holds a Bachelor's Degree from Cornell University. She lives in Brooklyn, NY with her amazing husband and sons.



## David Feinberg

VICE PRESIDENT OF INSURANCE PROGRAMS & RISK

### \* **Leads: insurance, wealth, and other benefit programs**

David manages a cross-functional team with broad oversight to ensure delivery of clients' health insurance, workers compensation, and other benefits in compliance with regulation across all 50 U.S. states.

He began his career as equity research analyst for Goldman Sachs and later Morgan Stanley, where he first covered legacy PEOs. David learned the ins, outs, and pitfalls of PEOs while covering Administaff (now Insperity) and Gevity (now part of TriNet). He first 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.

David holds a Bachelor's Degree from Duke University and an MBA from Columbia University. He lives in Connecticut.



**Yujin Kim**

VICE PRESIDENT OF ENGINEERING

**\* Leads: software development and architecture.**

Yujin leads the Engineering department, guiding our technology teams and driving initiatives across the company to bring the impact of Justworks' products and services to the next level.

Before joining Justworks, Yujin was the Chief Technology Officer at WorkMarket, a cloud-based workforce management solution startup acquired by ADP in 2018. As CTO of WorkMarket, he built a cloud-based, API-led enterprise SaaS strategy and scaled a successful engineering organization in size many times over. Prior to this, he held a leadership position at The New York Times where he played a key role in efforts to integrate its digital and print systems for major cost savings and operational efficiencies, as well as to launch its new design, next-generation paid digital products, development of Continuous Delivery, and event and behavior data-driven product strategy.

Yujin holds a dual Bachelor's degree in German Language & Literature and History from Guilford College. He is based in New York City.



## Mario Springer

VICE PRESIDENT OF LEGAL & COMPLIANCE

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

Mario leads Justworks' Legal and Compliance functions, overseeing scalable support to internal teams on benefits, HR, payroll, compliance, and external communications. He also oversees the protection of Justworks' intellectual property assets.

Before joining Justworks, Mario worked at ADP for ten years, first as General Counsel for their real estate function and later as Vice President, Compliance and Assistant General Counsel, where he co-developed and implemented ADP's global compliance program. Prior to ADP, he practiced corporate and commercial real estate law for nine years at White & Case LLP, Morgan Lewis & Bockius LLP, and Greenberg Traurig LLP.

Mario holds a JD from the University of Virginia School of Law and a Bachelor's Degree from the University of Chicago, where he was an all-American wrestler. He lives in New Jersey with his wife and three children.



## Michael Baptiste

DIRECTOR OF DIVERSITY, EQUITY AND INCLUSION (DEI)

### \* **Leads: Diversity, Equity, and Inclusion (DEI) programs.**

Michael leads Diversity, Equity, and Inclusion (DEI) at Justworks, guiding the development, implementation, and tracking of ongoing strategic initiatives to enrich our culture.

With over a decade of experience, Michael has managed programs across multiple disciplines of Human Resources including diversity & inclusion, recruitment, training & development, and compensation and benefits. Prior to joining Justworks, he served in the Army National Guard before beginning his career in HR, where he has since worked across the entertainment, financial services, education, and non-profit sectors. Outside of Justworks, he also serves on the Equity & Inclusion Advisory Board for Seed&Spark, a crowdfunding platform for diverse storytelling.

Michael holds a Bachelor's Degree in Business Administration-Marketing, a Master's Degree in Human Resource Management, and a professional certificate of Diversity & Inclusion. In his spare time, Michael is an avid sports fan, frequent concert-goer, travel enthusiast, and loves spending time with his daughter and extended family.





## Julie Brodsky

DIRECTOR OF MARKETING

### \* **Leads: brand, marketing, communications, and demand generation**

Julie leads the Marketing team, spearheading advertising, content, and programming that builds trust, drives conversions, and supports Justworks' community initiatives. Through integrated campaigns, the team amplifies the Justworks brand and drives growth.

Prior to Justworks, Julie worked at DeSantis Breindel, an independent branding and marketing agency in NYC. As the Managing Director of Engagement, she built the firm's content-driven digital marketing program from the ground-up and led a nimble team in the ideation, implementation, and optimization of creative and efficient digital marketing programs.

Julie holds an MBA from Wharton Business School and a Bachelor's degree from Tufts University. She resides in Union Square with her husband and two kids.

# What Our Customers Are Saying

---

**AXIOS**

[Axios](#)

NEW YORK, NY

“ 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, NY

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

–**Christina Boland**, Director of Operations



[Reboot](#)  
NEW YORK, NY

“ 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, MA

“ 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, NY

“ 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, VA

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

–**Sascha Mayer**, Co-founder and CEO

## Justworks In The News

---

### The New York Times

[Read Article](#)

NOVEMBER 22, 2019

- \* With Big Tech in Their Path, Start-Ups Turn to Business Markets

### FASTCOMPANY

[Read Article](#)

SEPTMEBER 24, 2019

- \* These are the biggest employers you've probably never heard of

### BUSINESS INSIDER

[Read Article](#)

APRIL 30, 2018

- “ How to handle letting an employee go when you're the founder of a small startup — while keeping everyone's dignity intact

# THE WALL STREET JOURNAL.

[Read Article](#)

AUGUST 08, 2019

“ More People Are Working Remotely.  
That Means Unexpected Guests  
On Video Calls.

# FORTUNE

[Read Article](#)

NOVEMBER 22, 2019

\* The 60 Best Companies to Work  
for in New York

# QUARTZ

[Read Article](#)

MARCH 11, 2019

\* 5 steps to conquer impostor syndrome

# Frequently Asked Questions

---

**What is  
Justworks?**

Justworks is the fastest growing HR technology company in the country.

We provide small- and medium-sized businesses access to big-company benefits, automated payroll, HR tools, and compliance support — all in one place.

We do this by combining the power of a Professional Employer Organization (PEO) with expert 24/7 support and a simple and friendly online platform.

**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 600 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 [Built in NYC's best places to work](#) in New York City for 2020.

**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](https://justworks.com/our-customers).

As sampling of Independent reviews of Justworks can also be found here: [g2crowd.com/products/justworks/reviews](https://g2crowd.com/products/justworks/reviews).

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

Justworks has raised \$143M in venture financing since it was started in 2012.

Most recently, Justworks announced a Series E \$50M round, led by Union Square Ventures in January 2020.

**Who are the company's lead investors?**

The company's roster of backers includes [Union Square Ventures](#), [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)

- Julie Brodsky - Director of Marketing
- David Fienberg - Vice President of Insurance Programs and Risk
- Yujin Kim - Vice President of Engineering
- Robert Lopez - Senior Vice President of Sales and Customer Success



- Michael Seckler - Chief Operating Officer
- Mario Springer - Vice President of Legal & Compliance
- Camilla Velasquez - Senior Vice President of Product

**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 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 licensed 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.

Learn more about what a PEO is here:

[justworks.com/blog/whats-a-peo](https://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 medical, dental, and vision insurance through Aetna, Kaiser Permanente, MetLife, and UnitedHealthcare — 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](https://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](https://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](mailto:press@justworks.com)

- \* 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.