

NEWS RELEASE

monday.com Announces Appointment of General Manager of North America and Hybrid Regional Structure

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Jamison Powell has been promoted to General Manager and the company's first SVP of Sales to oversee monday.com's growth in North America

NEW YORK & TEL AVIV, Israel--(BUSINESS WIRE)-- **monday.com** Ltd. (NASDAQ: MNDY) ("monday.com"), a work operating system (Work OS) where organizations of any size can create the tools and processes they need to manage every aspect of their work, today announced two executive appointments and its new hybrid regional structure, effective September 1, 2023.

Jamison Powell, monday.com's General Manager of North America and SVP of Sales (Photo: Business Wire)

Established in November 2022, monday.com's Chief Revenue Officer (CRO) organization

ensures that from the moment a customer begins using monday.com and throughout their growth trajectory, their experience is seamless. As part of the CRO organization evolving, monday.com is establishing a hybrid regional structure to empower the regions while providing a strong connection to core global functions. North America, EMEA, and Asia Pacific & Japan (APJ) will be led by a regional leader who will own and be accountable for the entire revenue and retention in the region, driving annual recurring revenue and net dollar retention and ensuring all client-facing and supporting-operational functions are aligned on the regional goals.

To support this structure, monday.com has promoted Jamison Powell to GM of North America and the company's first Senior Vice President of Sales. Over his nearly four-year tenure at monday.com, Powell served as the company's Vice President of Sales, Americas, where he scaled the sales organization by over 10X and nearly

doubled the revenue in the region each year. In addition to the above responsibilities, Powell will oversee the nearly one-third of monday.com employees, four offices, and over half of its customer base that are located in North America. Additionally, Dean Swan, previously Regional Vice President of APJ, has been promoted to GM of APJ and joined the CRO leadership team. As one of **monday.com**'s first employees in Australia in 2020, Swan significantly scaled the local team and oversaw the opening of the company's **regional headquarters in Sydney** earlier this year. Powell and Swan will continue to report to CRO Yoni Osherov and monday.com is actively recruiting for the GM of EMEA role.

"This shift to a hybrid regional model is the natural next step to take monday.com and the CRO organization to the next level. While certain functions will remain global, the power behind this new structure brings a level of uniqueness to each region. This is crucial as we scale, as each regional leader will have the autonomy to create strategies that are tailored to specific market needs," said Osherov. "Jamison and Dean have been influential leaders that have helped guide monday.com's rapid growth in North America and APJ and we look forward to seeing their continued impact in their elevated roles."

"It's an incredibly exciting time to be at monday.com and I'm thrilled to have the opportunity to expand my role to lead and continue to grow our presence in North America," says Powell. "With our focus on customer centricity and efforts to bring the best, most trusted, multi-product WorkOS platform to the market, I'm optimistic we'll continue to deliver value to our over 186,000 customers and beyond."

In starting his new role, Powell will focus on further expanding operational excellence, as well as oversee the **hiring** for several key roles, including Head of Account Management, and various sales management roles in product growth areas such as monday sales CRM and monday dev.

About monday.com

The monday.com Work OS is a low code- no code platform that democratizes the power of software so organizations can easily build work management tools and software applications to fit their every need. The platform intuitively connects people to processes and systems, empowering teams to excel in every aspect of their work while creating an environment of transparency in business. monday.com has offices in Tel Aviv, New York, Miami, Chicago, Denver, London, Warsaw, Sydney, Melbourne, São Paulo, and Tokyo. Fully customizable to suit any business vertical, the platform is currently used by over 186,000 customers across more than 200 industries and in over 200 countries and territories.

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