

CROWDFLOWER EXPANDS LEADERSHIP TEAM WITH THREE EXECUTIVE APPOINTMENTS

Company Also Announces New Records for Judgments and Labor Channel Partnerships

San Francisco, CA (PRWEB) November 22, 2010

CrowdFlower, the leading provider of Labor-on-Demand solutions, today announced the appointment of three key executives to its management team to support its rapid growth. In their new roles, Miguel Nhuch, Raymond Lim, and Doug Bryan will help CrowdFlower identify market opportunities and respond to the increased global need for Labor-on-Demand solutions. The news corresponds to a 60 percent increase in the number of trusted judgments (microtasks) in just one month — a company record.

The company's new executives include: Miguel Nhuch, who joins as Vice President of Worldwide Sales; Raymond Lim, who joins as Vice President of Finance; and Doug Bryan, who joins as Vice President of Services.

Miguel Nhuch, Vice President of Worldwide Sales, oversees CrowdFlower's global sales and day-to-day business development. He has been part of the management teams of a number of successful startups, including enCommerce (now Entrust Technologies), Weblogic (now Oracle), and Forte Software (now Oracle). During this time, he grew business in Asia, Australia, Europe, and Latin America.

Raymond Lim, Vice President of Finance, is responsible for the day-to-day performance of CrowdFlower's finance, legal, HR, and accounting functions. Most recently, he was the Vice President of Finance for Jigsaw, where he readied the company for its \$175 million acquisition by Salesforce.

CrowdFlower

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Doug Bryan, Vice President of Services, oversees all operational aspects of the customer service department, from initial strategic planning to solution implementation and support. As Vice President of Worldwide Customer Services at Ariba, Bryan built the services team from the ground up to provide round-the-clock technical and product support in 10 languages.

The executive announcement occurs as CrowdFlower, which has doubled in size in fewer than six months, is establishing new records for the completion of microtasks. CrowdFlower's labor pool completed more than 8.8 million trusted judgments (microtasks) in October 2010, eclipsing the 5.5 million completed in September. CrowdFlower has also partnered with 11 distributed labor pools, doubling the number of labor channels since January 2010.

Nhuch, Lim, and Bryan take up their duties immediately. They will be based in the company's headquarters in San Francisco, California.

Key Facts / Highlights:

- CrowdFlower, the leading provider of Labor-on-Demand, appoints three key executives to its leadership team to support the expected rapid growth. Miguel Nhuch, Raymond Lim, and Doug Bryan bring a combined 60 years of experience shepherding startups to global expansion or acquisition.
- CrowdFlower also announces a new company record for completion of trusted judgments (microtasks) in a month. In October, more than eight million judgments were completed, a 60 percent increase over the prior month.
- The company has now partnered with 11 labor pools — more than double the number of labor channels available at the beginning of 2010.

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Supporting Quotes:

Lukas Biewald, CEO of CrowdFlower

"As the need for a labor-on-demand workforce increases globally, CrowdFlower is expanding our management team with talent that has a unique international perspective. Nhuch, Lim, and Bryan each bring to CrowdFlower deep experience in their fields. Their talent and skills will ensure a sustainable growth that matches the company's full potential."

Ajay Chopra, General Partner at Trinity Ventures

"We have set aggressive goals for the company in 2011, so we are expanding the executive team to implement this strategy. The breadth and depth of expertise of the management team will significantly increase our ability to scale, innovate, and attract as well as service new clients."

Tags / Keywords:

CrowdFlower, labor-on-demand, crowdsourcing, outsourcing, cloud labor, executive team

Supporting Resources

- Keep up with CrowdFlower's news by visiting the company's blog: <http://blog.crowdfLOWER.com/>.
- For more information about CrowdFlower's news and activities, follow us via Twitter @CrowdFlower .

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About CrowdFlower:

Founded in 2007, CrowdFlower (<http://crowdfLOWER.com>) provides Labor-on-Demand to help companies route high-volume, repetitive tasks to a massively distributed global workforce. CrowdFlower uses statistically backed, quality-controlled crowdsourcing technology to produce a scalable and reliable workforce that can dispatch a diverse array of tasks and provide near-real time answers from workers in the cloud. In addition to custom services and web tools, CrowdFlower offers an API that businesses can connect to and automate their processes, cutting out the time-consuming day-to-day management.

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