

**Media Contact:**

Mollie Allick  
CrowdFlower Public Relations  
415-658-9556  
mollie@crowdflower.com

**CrowdFlower Expands Executive Team**

Enterprise Crowdsourcing Leader Drives Company Growth with the Addition of  
Roger Nunn, Vice President of Sales and Marketing

San Francisco, December 6, 2011 – CrowdFlower, the leader in enterprise crowdsourcing today announced the expansion of its executive team. Roger Nunn has accepted the position as Vice President of Sales and Marketing. Nunn will focus on working across the organization to enable CrowdFlower to reach its aggressive growth goals in the coming 12 months.

“What attracted me to CrowdFlower was both their existing success in delivering innovative solutions, but more importantly their ability to demonstrate and deliver significant customer value across a wide spectrum of applications,” Nunn says. “We have the potential to dramatically change the way our customers outsource their current work using far more accurate, timely, scalable, and cost-effective methods than traditional outsourced suppliers.”

Roger Nunn brings more than 20 years of enterprise sales and marketing leadership to the CrowdFlower team. Prior to CrowdFlower, Roger was most recently the EVP of Assessments and Solutions for Teleperformance, a multi-billion dollar BPO (business process outsourcing) firm with over 100,000 employees, where he led a group charged with adding new high-value services, including business process re-engineering. Before Teleperformance, Roger headed the Sales and Marketing organizations at technology solution companies, including Voxify, Blue Pumpkin, and Quintus.

In addition to leading the Sales team, Roger will restructure the way CrowdFlower markets itself in anticipation of the growth and business solutions the company plans to roll out in the upcoming months.

“Roger brings tremendous experience and insights at an important time in CrowdFlower’s development. He is charged with the task of significantly expanding our proven solution sets, and also extending our customer reach, which are both key components of our expected growth,” says Woody Hobbs, CrowdFlower CEO.

**About CrowdFlower:**

CrowdFlower is the leader in enterprise crowdsourcing. With access to over two million on-demand contributors worldwide, CrowdFlower’s enterprise crowdsourcing platform combines statistical quality control technology and automated workflow management to ensure superior quality at unprecedented

scale. Clients of all sizes, including numerous Fortune 500 companies, enjoy increased flexibility, turnaround time, and cost savings for their information and data needs. For more information visit: <http://crowdfunder.com>