



At A Glance

Founded
2013

HQ
San Francisco, CA

Investors
DFJ
CrossLink Capital
Freestyle Capital
Lightspeed Venture Partners
Social Capital
SV Angel

Total Funding
\$39 million

Founders and Leadership Team

Alexi Robichaux
CEO, Co-founder

Eduardo Medina
COO, Co-founder

Colleen Gallagher
VP of Finance

Dr. Jacinta Jimenez, Psy.D.
Head of Coaching

Dr. Gabriella Kellerman, M.D.
Chief Innovation Officer

Shevaun Lee
VP of Client Partnerships

Ryan Sonnek
Chief Technology Officer

Dr. Damian Vaughn, Ph.D.
Chief Programs Officer

Deb Wolf
Chief Marketing Officer

betterup.co

@BetterUp

@BetterUpCo

/BetterUp

press@betterup.co

About BetterUp

BetterUp is a mobile-based leadership development platform used by Fortune 500 companies that brings personalized, expert coaching to employees at all levels. Through a holistic, science-backed methodology, BetterUp develops new leadership behaviors and mindsets that enable high performance amid constant and accelerating change.

Through on-demand, virtual coaching sessions — powered by in-platform video and messaging capabilities — users practice and reinforce new behaviors and skills. Individual growth is measured and tracked with in-depth dashboards. And hidden cultural and behavioral gaps are diagnosed and closed at the organization-level, connecting learning to measurable ROI. With a diverse range of enterprise and SMB customers BetterUp inspires employees to build the skills to thrive personally and professionally.

How BetterUp Works

Using a proprietary algorithm, BetterUp matches employees with coaches that will help them grow personally and professionally by measured benchmarks. Coaches meet with members using video chat and track their progress with in-depth dashboards, giving companies a measurable ROI that is supported by science and behavioral research. With the technology interface and its ability to augment the live coaches, coaching can be both more affordable, more convenient, and more readily accessible than traditional coaching.

Statistics

- BetterUp members live and work in over 300 cities around the world.
- 95% of members report being highly satisfied.
- A Net Promoter Score of 73 from members leads the corporate learning industry.

Trusted by Enterprise Companies Everywhere



"BetterUp was able to deliver a scalable coaching experience that seamlessly integrated into Logitech members' day-to-day activities, and resulted in behavior change that's positively impacted the entire organization. With BetterUp coaching, Logitech members' levels of stress improved 23 percentile points, and burnout improved by 18 percentile points. Their levels of hope improved by 15 percentile points, and optimism improved by 13 percentile points."

Jessica Amortegui
Sr. Director, Learning & Development at Logitech