



Fiverr Develops New Platform to Help Corporate Brands and Agencies to Engage and Manage Project Teams

February 17, 2021 1:00 PM EST

Company also Forms CMO Advisory Board and Creative Council from Industry Luminaries

NEW YORK--(BUSINESS WIRE)-- Fiverr International Ltd. (NYSE: FVRR), the company that is changing how the world works together, announced it is building a new platform aimed at helping the world's leading corporate brands engage and manage teams of top tier independent creatives and agency teams. The news comes a few days following the company's acquisition of Working Not Working®, a leading site for creative talent. The new platform is expected to cater to the changing needs of the industry and signals a move by Fiverr into the multi-billion dollar marketing industry. Fiverr is developing the platform with the help of leading CMOs and Creatives from the advertising and marketing industries.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20210217005242/en/>



Company forms CMO Advisory Board and Creative Council from industry luminaries (Graphic: Business Wire)

"This new platform builds on Fiverr's use of its advanced technology to build new ways to positively serve entire industries. We create simpler robust solutions that enable companies to work faster and more flexibly," said Micha Kaufman, founder and CEO of Fiverr. "In recent years, there has been a clear shift in the way marketers are working, steering away from retainers to more project focused approaches. Brands and agencies, while still keeping their core teams, need better and faster access to top caliber professionals to scale to meet these big project needs. The acquisition of Working Not Working is feeding into this new initiative with its creative base and industry experience, and we expect the new platform to open up more exceptional opportunities for the Working Not Working community."

Fiverr's new platform, planned to launch later this year, is designed to give marketers and agencies the ability to curate their own highly-skilled creative teams, combining Fiverr's intuitive technology with world-class talent from the creative and advertising industries.

To help develop the new platform, Fiverr is forming a CMO advisory board whose goal is to provide the voice of customers of the world's most prominent agencies and brands. The company is complementing this with a high profile Creative Council, that will advise on the development of the creative side of the new platform. By working together, we will provide independent creatives and agencies access to the best briefs and projects in the world and be able to scale up their business globally.

Initial CMO Advisory Board Members:

- **Craig Brommers**, American Eagle CMO
- **Julie Roehm**, Party City CXO and CMO
- **Maryam Banikarim**, Nextdoor's Head of Marketing
- **Shelley Diamond**, Unicef USA CMO

The CMO advisory board will be led by **David Sable**, Young & Rubicam former Global CEO and WPP senior advisor.

Initial Creative Council Members:

- **Eva Santos Bouzas**, CO Chief Creative Officer & Founder of Delirio & Twain Barcelona, former Global Chief Creative Officer Proximity BBDO
- **Greg Hahn**, Co-founder & CCO of Mischief USA, former Chief Creative Officer BBDO New York
- **Jeremy Craigen**, Director at The Craigen Partnership London, former Global Chief Creative Officer Innocean
- **Mark Tutssel**, former Global Chief Creative Officer Leo Burnett and Creative Chairman Publicis
- **Nellie Kim**, Partner, VP, Executive Creative Director at Ig2 Toronto
- **Perry Fair**, EVP, Global ECD, Director of Entertainment at McCann New York
- **Ted Lim**, Founder & Chief Creative Officer of DIFF, former Chief Creative Officer Dentsu Asia-Pacific.

The Creative Council will be led by **Per Pedersen**, Founder of The Network, former Global Creative Chairman at Grey.

Quotes sheet:

Julie Roehm, CXO and CMO of Party City, said: "There is such a range of projects in marketing today, and finding people of the right stature and experience to take them on is hard. You know they're out there somewhere, but finding them, knowing their availability, blending them into a team, organizing them... it can feel like an insurmountable challenge. It's time we leverage technology to provide for market agility and make it easy to get great people and get the best out of them. Seeing what Fiverr is building makes me believe it's going to change the way the industry works."

Craig Brommers, CMO American Eagle, said: "Modern marketing demands modern solutions. As creative project volume and variation continue to increase, finding the right talent for the right project at the right time is an increasing opportunity. What if you could confidently and efficiently access these global resources through a trusted online portal? I trust we can build this solution."

Per Pedersen, Founder of by The Network, former Global Creative Chairman at Grey, said "Some of the best creatives in the world have gone independent. Thanks to new technology, creative talents can be liberated from the confinement of physical locations or organizations. Freelancing is no longer a gig play. It's the way we work together. This new platform from Fiverr will further enable creatives to find exciting projects and to team up with marketing experts and producers to work directly with marketers and agencies. It will create new job opportunities, strengthen diversity, break down borders and bring the world closer together. All very needed in the creative industry."

Forward-Looking Statements

This press release contains forward-looking statements. All statements contained in this press release that do not relate to matters of historical fact should be considered forward-looking statements, including, without limitation, statements regarding our branding and marketing strategy and plans, as well as statements that include the words "expect," "intend," "plan," "believe," "project," "forecast," "estimate," "may," "should," "anticipate" and similar statements of a future or forward-looking nature. These forward-looking statements are based on management's current expectations. These statements are neither promises nor guarantees, but involve known and unknown risks, uncertainties and other important factors that may cause our actual results, performance or achievements to be materially different from our expectations expressed or implied by the forward-looking statements, including without limitation the important factors discussed under the caption "Risk Factors" in our annual report on Form 20-F filed with the U.S. Securities and Exchange Commission ("SEC") on March 31, 2020, our final prospectus filed with the SEC pursuant to Rule 424(b)(4) on May 29, 2020, and our other reports filed with the SEC. Any such forward-looking statements represent management's estimates as of the date of this press release. While we may elect to update such forward-looking statements at some point in the future, we disclaim any obligation to do so, even if subsequent events cause our views to change. These forward-looking statements should not be relied upon as representing our views as of any date subsequent to the date of this press release.

About Fiverr

Fiverr's mission is to change how the world works together. For over 10 years, the Fiverr platform has been at the forefront of the future of work connecting businesses of all sizes with skilled freelancers offering digital services in more than 500 categories, across 8 verticals including graphic design, digital marketing, programming, video and animation. In the twelve months ended September 30, 2020, over 3 million customers bought a wide range of services from freelancers across more than 160 countries. We invite you to become part of the future of work by visiting us at [fiverr.com](https://www.fiverr.com), read [our blog](#) and follow us on [Facebook](#), [Twitter](#) and [Instagram](#).

View source version on [businesswire.com](https://www.businesswire.com/news/home/20210217005242/en/): <https://www.businesswire.com/news/home/20210217005242/en/>

Abby Forman
press@fiverr.com

Source: Fiverr International LTD.