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JON ROBERTSON NAMED CHIEF CUSTOMER OFFICER
OF DESK YOGI



The Ojai-based corporate-wellness site recently named
"New Company to Watch in 2016" at the Pacific Coast Business Awards

Ojai, CA (June 14, 2016)—Jon Robertson has been named Chief Customer Officer for Desk Yogi, a subscription-based website that provides stress relief, fitness, nutrition, and yoga videos for use at the office. The appointment is effective immediately. In this role, Mr. Robertson will lead the company's strategy for customer experience, including sales and marketing.

In making the announcement, Desk Yogi CEO and Founder Jacqui Burge praised the executive's talents: "Jon has a proven track record in enterprise sales and marketing, and brings a deep background in growth strategy to Desk Yogi. The timing is perfect for the addition of Jon's bold creative energy and steady leadership to impact our expanding business."

Robertson most recently served as VP, Head of Marketing for CJ Affiliate by Conversant, which was acquired by Alliance Data for \$2.3 billion in 2014. Prior to joining CJ Affiliate, Jon held leadership positions and advisory roles in several start-ups and established companies, including launching and developing the enterprise business division at Lynda.com, helping propel the company to a \$100+ million-dollar business prior to it being sold to LinkedIn Corporation for \$1.5 billion.

"Wellness is very personal to me and I know first-hand how difficult it can be to make it a priority while managing the demands of work life," said Robertson. "Desk Yogi is especially exciting to me because of our ability to breakdown the common barriers of time and cost. This is the first solution I've seen that brings affordable and personalized wellness to the individual—when and where they want it, and in a way that conforms to their availability."

Robertson's appointment comes at a time when Desk Yogi has recently completed its first round of funding, launched their corporate subscription offering, and was featured on *The Doctors* TV show.

ABOUT DESK YOGI

Desk Yogi was founded in 2014 to deliver expert fitness, yoga, stress reduction, mindfulness, and nutrition videos specifically designed for people who sit or stand at a desk for the majority of their day. The company's mission is to help employees become healthier and more productive with unique, non-disruptive streaming videos that improve overall personal and corporate health, productivity, and energy.

Desk Yogi subscriptions make video sessions to each member at their pace, in their space—to directly address workplace stress and body pain, whenever needed, in as little as 3 minutes. For more information, please visit www.desk-yogi.com.

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