

JUSTWORKS.



Press Kit

The Justworks Mission

Justworks frees entrepreneurs to focus on what matters: building their business and creating great places to work.

The Justworks Story

We created Justworks to level the playing field for entrepreneurs.

Growing a small business can be both immensely rewarding and incredibly complex. As your team grows, payroll, healthcare and government paperwork pile up. In large corporations, entire HR divisions with enterprise tools handle these responsibilities.

For entrepreneurs, it's a different story.

They are barely keeping their heads above water with these HR intricacies instead of doing what they do best: building their business, empowering their teams, and creating a strong company culture. Whoever thought taking care of your team could be so complex?

Justworks saw the opportunity to help growing companies. Our simple, all-in-one platform takes care of small companies' foundational needs by automating payments, HR, benefits, and government paperwork.

With Justworks, entrepreneurs have the resources to make their company a better place to work. They have increased bandwidth and peace of mind, knowing that Justworks has them covered. Their teams benefit from top healthcare, benefits, and perks normally reserved for staff in large corporations. With employers and employees in sync, talent recruitment, retention and company growth can flourish as a result. We're proud of Justworks' role in giving small companies the competitive advantage needed to thrive.

We simplify. We streamline. We make order out of chaos. Above all, we think that everything should just work. It's in our name. It's who we are.

JUSTWORKS.

Meet Isaac

FOUNDER AND CEO

Isaac Oates is the CEO and founder of Justworks, a simple all-in-one platform that automates HR, payments, benefits, and government paperwork. He built Justworks to help entrepreneurs create better places to work.

The importance of an unshakeable team became clear through Isaac's twelve years as an intelligence officer in the National Guard and Army Reserve. That belief was reaffirmed while working as a software engineer at Amazon and at his first startup Adtuitive, which was acquired by Etsy. At both Adtuitive and Etsy, where Isaac led the HR and payments team, he recognized the system was broken. Frustrated by paperwork, exorbitant costs, and endless hours spent on administration, he saw the need for an easy, fast, one-stop platform. The idea behind Justworks was born in 2012.

Isaac holds an MBA from Cornell University and a BS in Computer Science from the University of Illinois at Urbana-Champaign. He lives in Brooklyn with his wife Lindsey, their son James, and their dog Milo.

Using Justworks

Justworks was built from the ground up.

Oates recognized that the only way to deliver on a customer-first promise was by building a vertically integrated platform and taking responsibility for every aspect of the customer experience. This differentiates Justworks from current brokerage business models and companies that depend heavily on third-party integrations. With a focus on ease-of-use, Justworks' platform makes something incredibly complex now simple and fast.

Justworks also offers its customers a "strength in numbers" advantage by grouping growth stage companies together to give them the same affordable healthcare rates large corporations enjoy. This means quality healthcare at great prices and access to a wealth of employee benefits and perks.

After two years of getting licensed across 50 states, securing partnerships with healthcare carriers, and building an intuitive paperless platform, Justworks offers an easy, well-priced solution to help entrepreneurs grow their business and take great care of their teams.

JUSTWORKS.

Justworks Features



PAYMENTS & PAYROLL

Growing companies use Justworks to administer payroll to full-time and part-time employees, while enabling one-off or regular payments to vendors and contractors. Justworks also lets users easily review tax history, payments, and spend by departments.



BENEFITS

Justworks gives entrepreneurs the ability to offer the benefits their employees want at prices a small company can afford. This is achieved by pooling together customers to increase buying power with access to top-quality healthcare. Justworks also takes care of dental, vision, pre-tax commuter, 401(k), life insurance and numerous other benefits and perks.



COMPLIANCE

Justworks handles government paperwork at the local, state and federal levels. We're legally certified to address compliance needs in all 50 states, giving entrepreneurs peace of mind to focus on their business and team. This includes payroll taxes, tax forms, workers' comp, unemployment insurance management, I-9s, COBRA and new hire reporting among others.



HUMAN RESOURCES

Justworks' intuitive platform and resource center keeps teams on the same page - even when they're not in the same place. The dashboard lets users manage their workflow, view upcoming payments, onboard employees, document paid time off and manage company calendars and directories. Additional resources include employee handbooks, offer letters and NDA templates.



Meet Isaac

FOUNDER AND CEO

Isaac Oates is the CEO and founder of Justworks, a simple all-in-one platform that automates HR, payments, benefits, and government paperwork. He built Justworks to help entrepreneurs create better places to work.

The importance of an unshakeable team became clear through Isaac's twelve years as an intelligence officer in the National Guard and Army Reserve. That belief was reaffirmed while working as a software engineer at Amazon and at his first startup Adtuitive, which was acquired by Etsy.

At both Adtuitive and Etsy, where Isaac led the HR and payments team, he recognized the system was broken. Frustrated by paperwork, exorbitant costs, and endless hours spent on administration, he saw the need for an easy, fast, one-stop platform. The idea behind Justworks was born in 2012.

Isaac holds an MBA from Cornell University and a BS in Computer Science from the University of Illinois at Urbana-Champaign. He lives in Brooklyn with his wife Lindsey, their son James, and their dog Milo.

QUICK BIO

Isaac Oates is the CEO and founder of Justworks, an automated HR and payments platform that helps entrepreneurs build their business and create great places to work.

JUSTWORKS.

Meet The Justworks Leadership Team



Coral Edwards

HEAD OF MARKETING

Coral is the Head of Marketing at Justworks.

With over five years experience in performance marketing and a published Master's thesis on developing brand identity, Coral's expertise lies in developing, executing, and scaling multi-channel, integrated marketing campaigns with ROI-focused acquisition and brand awareness goals to achieve sustainable marketing-driven growth.

Prior to Justworks, she lead performance marketing teams and programs at SquareSpace and Booker, and honed her acquisition marketing expertise at ROI Revolution.

Coral holds a Masters in International Marketing and Brand Management from Lund University, and a BS in International Business, with concentrations in international relations, finance, and economics, from Pfeiffer University. After studying and working on five continents, she now calls the Upper East Side of Manhattan her new home.

QUICK BIO

Coral is the Head of Marketing of Justworks, helping the Justworks team execute and deliver integrated marketing campaigns for the continued growth of the company.

JUSTWORKS.



Robert Lopez

HEAD OF SALES AND BUSINESS DEVELOPMENT

Robert joined Justworks as Head of Sales and Business Development to build something from the ground up and help businesses while doing so.

Coming from a family with its own business, Robert understands the pain that all companies have to go through with benefits, compliance, and payroll. He honed his skills running sales and business development for Groupon in Latin America and then served as the GM and Managing Director of Colombia, Peru and Panama. He later launched a new channel called Groupon Basics for the company in the US. In a prior life, he worked at a private equity firm, Morgan Stanley, and TechnoServe, where he helped entrepreneurs start new businesses.

Robert holds an MBA from the Stanford Graduate School of Business and a BA in International Relations from the College of William & Mary.

QUICK BIO

Robert is the Head of Sales and Business Development at Justworks, where he helps growing businesses understand the complexities of building a business from the ground up and educates them on how to make the process easier.

JUSTWORKS.



Nick Thuesen

HEAD OF ENGINEERING

Nick Thuesen is the Head of Engineering at Justworks.

He has a passionate belief in technology's ability to solve real world problems and is excited to be at a company that shares his enthusiasm.

Nick started his career as an engineer at Microsoft and then The New York Times before turning to the startup world where he worked at Jumo and Etsy. He most recently left his role as Chief Architect at Tumblr to join Justworks as Head of Engineering. Nick is known in the Justworks offices and beyond for his vast collection of baseball caps. He spends his off hours in Brooklyn, where he lives with his wife.

QUICK BIO

Nick Thuesen is Head of Engineering at Justworks, where he identifies ways technology can assist in solving real problems and helps improve the everyday function within growing businesses.

JUSTWORKS.



Camilla Velasquez

HEAD OF PRODUCT

Camilla Velasquez is Head of Product at Justworks where she leads the product and design team responsible for Justworks' suite of offerings and features.

Her mission at Justworks is to perfect a simple and beautiful product within an industry typically considered opaque and complex. Camilla came to Justworks from Etsy, where she was Director of Product, Payments Products & Multi-Channel Sales. While there, she led the teams responsible for the company's proprietary payments products and wholesale initiatives. Prior to Etsy, she was a Director of New Product Development at American Express.

Camilla holds a BA from Cornell University, and lives in Brooklyn with her amazing husband and son.

QUICK BIO

Camilla Velasquez is Head of Product at Justworks, where she leads the product and design team responsible for turning Justworks' offerings and features into a simple, easy-to-use platform.

JUSTWORKS.



Will Young

HEAD OF OPERATIONS

Will is Director of Operations at Justworks and has been with the company since June 2014.

Will is Director of Operations at Justworks and has been with the company since June 2014. Justworks' culture of ownership and commitment to quality keeps him excited to come to work each morning. Prior to joining Justworks, Will held business development positions at Google and WME in Los Angeles.

Will speaks passable Mandarin, which he learned in the course of getting a BA at Stanford. Born in Arizona and allergic to temperatures below 70 degrees, Will is proud to have survived the snowiest Boston winter in recorded history while finishing an MBA at Harvard.

QUICK BIO

Will Young is the Head of Operations, overseeing the performance and commitment to quality behind Justworks' platform and service offerings.

JUSTWORKS.