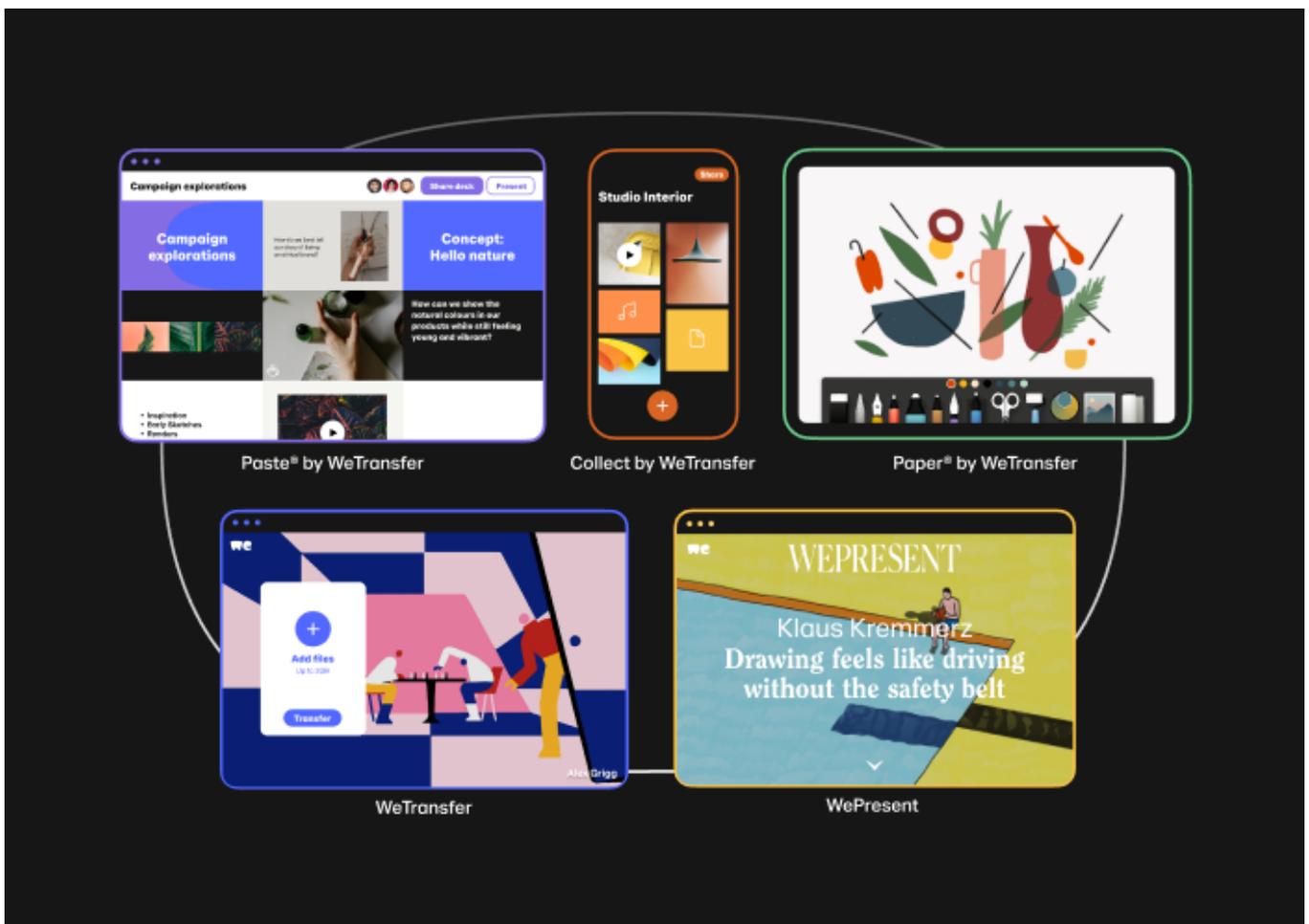




© 29 September 2020, 12:26 (CEST)

# WeTransfer Expands Executive Leadership with New Chief of Product and Technology and Chief Financial Officer

Company that supports creativity bolsters executive bench as demand for creative tools rises



**AMSTERDAM — September 28, 2020 —** [WeTransfer](https://www.wetransfer.com), the company that makes tools to move ideas, is announcing key additions to its executive leadership team with the appointment of Alexandar Vassilev as Chief Product and Technology Officer, and Melissa Nussbaum as Chief Financial Officer.

Alexandar Vassilev has more than 15 years of experience building products and scaling digital platforms. Most recently, he served as CEO of [Joyn](#), a multi-tiered entertainment streaming platform based in Germany, growing it from two employees to 250 in just two years. At Joyn, Alexandar conceptualized and built the free-tier video streaming product that quickly reached seven million monthly active users — capturing over 10 percent market share within the first six months amid one of the most competitive video streaming markets. Prior to Joyn, he spent a decade at Google working on products including Adwords for Video, YouTube and Google Search. He also served as an advisor to ff Venture Capital, a leading early-stage venture capital firm in New York that focuses on seed funding for specializing in technology companies. At WeTransfer, Alexandar will lead the company's Product, Engineering and I&I teams, drive product strategy and accelerate growth across WeTransfer's free and paid subscription tiers.

"I've been a big fan of WeTransfer for a long time — not just its tools, but the company's mission overall," said Alex. "I admire how WeTransfer prioritizes the critical details of planning, executing, and evaluating its product development, all to ensure it meets the highest standards of responsible tech while keeping people in flow. I couldn't pass up the opportunity to join such a world-class team and am eager to continue building upon the trust and love of its passionate user base."

Melissa Nussbaum has almost 20 years of experience across a broad spectrum of finance roles. Most recently, she served as Head of Finance for King Digital Entertainment (NYSE:KING) for seven years, where she helped lead the business to its IPO and then its sale to Activision Blizzard for \$5.9 billion in 2016. Prior to that, Melissa served as Director of Capital Markets at PwC, working across its Audit, Risk, and Capital Markets departments. At PwC, she specialized in managing the strategic planning and execution of M&A and IPO efforts for companies in the technology sector. She brings extensive international experience as well as a deep appreciation for WeTransfer's unique position driving the next era of digital tools for creatives and creative industries. At WeTransfer, Melissa will be in charge of the company's financial operations and support its growth trajectory.

"It's rare to find a company that is so committed to its values-driven culture while scaling the business at such rapid pace," said Melissa. "WeTransfer is a beloved brand with thoughtful products and smart, engaged people. The opportunities ahead are tremendous and I am honored to be part of it."

“Both Alexandar and Melissa have a proven track record of success and remarkable visions that they’re bringing to the WeTransfer team,” said Gordon Willoughby, CEO of WeTransfer. “As we continue to see increasing demand for our products, driven by the new era of remote work, these new additions will be instrumental as we reach our next stage of growth. We’re excited to have them on board as we expand the reach of our beloved set of tools that support the creative process.”

This news comes on the heels of major milestones for WeTransfer. Recently, the company [announced](#) it has become a Certified B Corporation, marking it among the few global technology organizations to earn the prestigious designation indicating high environmental, social, and legal standards. It also recently [launched](#) the next-generation of its popular presentation tool, Paste. Now, in conjunction with support from the new leadership, WeTransfer will continue iterating and perfecting its set of Pro tools for its community of creatives as it doubles down on revenue and product expansion.





---

#### ABOUT WETRANSFER

WeTransfer makes tools to move ideas. Founded in 2009 in Amsterdam as a simple, well-designed file sharing service for the creative community, WeTransfer has grown to include tools that scale across the creative spectrum, including editorial platform WePresent (with 2M monthly readers), mobile app 'Collect by WeTransfer' (with 4M monthly users), quick slide-making tool Paste® (with 40,000 active teams), immersive sketching tool Paper® (with more than 25M downloads), and the original web platform with 50M monthly users and over a billion files sent each month.

From the beginning, WeTransfer has prioritized bringing “offline” values - trust, transparency, and ethics - online. This means having a responsible data policy and tools that don't distract people from their creative flow. WeTransfer has pioneered a new means of online advertising, resulting in the platform's full-page wallpapers, designed by our award-winning in-house creative studio. Advertisers include industry-leading brands like Apple, Saint Laurent, Google, Balenciaga, Samsung, Netflix, Adidas, and Squarespace.

Since its founding, WeTransfer has proudly supported the creative communities and given up to 30% of advertising space to support the arts, donating over 5 billion impressions in 2017. Through our ongoing advertising grant program and content platform, WePresent, we have partnered with hundreds of groundbreaking artists and organizations, including Björk, King Krule, FKA twigs, Ryan McGinley, Ami Vitale, the Nelson Mandela Foundation, the UN Development Program, the World Wildlife Foundation and the Prince

Estate. In 2016, WeTransfer launched the world's first free Masters of the Arts in design thinking with the University of the Underground and Worldwide FM, the global radio station run by legendary BBC DJ Gilles Peterson.

Following a \$25 million investment from Highland Europe in 2015, WeTransfer opened a US office in Venice Beach, Los Angeles, to add to the Amsterdam headquarters. In 2018, WeTransfer acquired popular creative apps Paper® and Paste® and expanded its US presence to New York City.

---

 pr.co

**we**