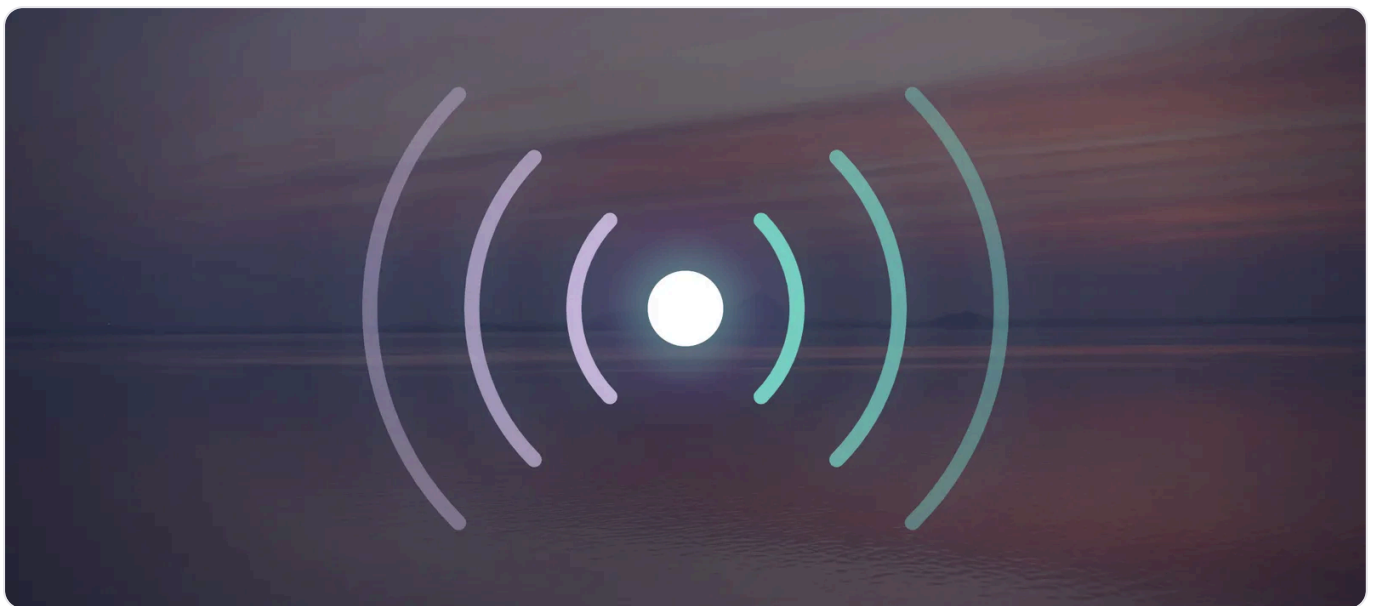


PRESS

Sensei Labs Secures New Capital to Accelerate Global Expansion

Plans include rapid expansion of the partner program and significant hiring to meet global demand.

Sensei Labs January 12, 2021



Toronto, ON – January 12, 2021 – Sensei Labs, creator of the leading Software-as-a-Service (SaaS) platform Conductor™, announced today that it has closed a multi-million-dollar funding round led by Plymouth Growth. The new capital will enable Sensei Labs to drive its growth strategy forward, expand its partner program, and meet the rising global demand for its collaborative work management software.

Fueling Rapid Growth and Innovation

The fresh investment will allow Sensei Labs to accelerate its product development and outreach to enterprises worldwide that are seeking modern work tools to manage large-scale transformational programs. Sensei Labs' award-winning Conductor platform integrates project and portfolio management, collaborative work management, data/KPI management, and knowledge management into a single, intuitive solution.

“Innovative organizations are embracing Sensei Labs’ unique people-centric, data-driven vision for the future of how enterprises will work,” said Brook Critchfield, Partner at Plymouth Growth. “With growing global demand for their Conductor platform, they are entering an exciting inflection point in their growth curve.”

Expansion of Partner Program and Hiring Plans

Sensei Labs plans to significantly expand its partner program, bringing new strategic management and consulting firms on board to deliver enhanced client value. This expansion will be supported by a 50% increase in team size, with key hires already in place across marketing, sales, product, and engineering departments.

“Conductor has proven to be a critical tool for consulting firms to deliver differentiated value for their clients,” said Jay Goldman, Co-Founder and CEO of Sensei Labs. “We are focused on deepening our partnerships and welcoming new professional service organizations into our program as we continue to redefine how enterprises manage their most complex work.”

About Sensei Labs

Sensei Labs builds smarter workplace solutions powered by data and grounded in experience. The Conductor™ platform is used by the world’s largest companies to orchestrate and execute critical initiatives such as transformations, M&A, procurement, and supply chain optimizations. For more information, visit senseilabs.com.

About Plymouth Growth

Plymouth Growth invests in Midwest B2B software and technology companies that are ready to scale. Based in Ann Arbor, MI, Plymouth Growth partners with entrepreneurs to drive smart, proven growth. Learn more at plymouthgp.com.

About Kearney

Kearney is a leading global management consulting firm known for delivering clear benefits to its clients through innovative strategies. Kearney works with over three-quarters of the Fortune Global 500. Visit [Kearney.com](https://kearney.com) for more information.

About Klick Group

The Klick Group is a collective of companies working to maximize potential through data-driven workplace solutions. Since 1997, Klick has grown consistently, earning numerous workplace and industry awards. More information can be found at klick.com.

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