



NerdWallet hires former LinkedIn VP as COO and adds Zynga recruiting leader



San Francisco — March 24, 2014 — NerdWallet, the fast-growing startup that helps consumers make smart financial decisions, announces two key leadership hires: former LinkedIn Vice President Dan Yoo is the new Chief Operating Officer, and Florence Think, formerly with Zynga, joins as Vice President of Talent.

Yoo and Think will help spearhead the company's tremendous growth. By year's end, NerdWallet plans to double from 75 to 150 employees, or "Nerds."

NerdWallet has become a nerdy friend for all of life's financial decisions. The company's free tools allow consumers to compare thousands of financial products instantly and ask teams of Nerds highly personalized questions. NerdWallet's transparent guidance helps millions of consumers handle everything from credit cards and mortgages to insurance and student loans.

"There's so much innovation and raw talent at NerdWallet," Yoo said. "I am incredibly excited to see what we can achieve, and I want our Nerds to help millions of households make smart money decisions every day. I want to see NerdWallet mentioned everywhere as *the* expert source."

Yoo helped rocket LinkedIn's annual revenues from \$120 million to more than \$1.5 billion, and its membership from less than 50 million to more than 275 million. Yoo led the company's performance management, strategic initiatives and analytics. He was previously Chief Financial Officer at Parature, which Microsoft recently acquired.

"NerdWallet co-founder Jake Gibson and I figured out that our ability to constantly improve the company was limited by our know-how," said NerdWallet CEO Tim Chen. "Dan brings the operating excellence to help turn us into a world-class company like LinkedIn."



Think built and led the recruiting team that scaled social-gaming startup Zynga from 40 employees to more than 3,000 in just four years. After Zynga, Think joined Khosla Ventures as an operating partner, focusing on talent acquisition strategies for 70 early-stage startups.

"Flo is one of the top recruiters in Silicon Valley," Chen said. "We're thrilled she's going to lead our efforts to hire the new Nerds who will vastly expand our reach."

"NerdWallet's vision of improving users' lives by becoming *the* trusted destination for smart financial decisions is a perfect place for attracting top talent," Think said. "The team is exceptional, and we're creating unique tools to empower customers. I couldn't be more excited to help grow the business and a product that every consumer falls in love with."

Gibson has stepped down as COO and will transition into an advisor role. He and his wife recently welcomed twins, and he plans to spend more time at home with his family.



"I'm thrilled to see Dan and Flo join NerdWallet and help lead the company," Gibson said. "Ever since Tim and I left careers on Wall Street to create this service to help consumers, I've been amazed by the top-notch work of our Nerds. It's time to take NerdWallet to the next level, and there's no one better than Dan and Flo to help us get there."

About NerdWallet

NerdWallet.com is home to teams of financial "Nerds" who crunch numbers and gather the information needed to help consumers save time and money. The user-friendly site covers banking, credit cards, insurance, mortgages, shopping, travel and more. NerdWallet and its specialized Nerds have been featured by outlets such as CNBC, CNN, Forbes, Fox News, NPR, The New York Times and The Wall Street Journal, and praised by consumer advocates such as Clark Howard and Liz Weston. NerdWallet is privately held and profitable, and has no plans to pursue outside funding.

Direct press inquiries to Jessica Ayala - jessica@nerdwallet.com 650-218-5020