

Asana Appoints New CFO to Support Growth and Strategic Execution

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Asana has announced the appointment of Aziz Megji as Chief Financial Officer, effective 24 March 2026, succeeding Sonalee Parekh who will step down from the role.

Megji currently serves as Head of Financial Planning and Analysis at Asana, where he has led core financial functions including planning, budgeting, forecasting and performance management. His remit has also covered strategic finance, capital allocation and investor relations, positioning him closely alongside executive leadership on long-term growth strategy.

Strengthening financial leadership for scaling operations

From a project and programme management perspective, the CFO role is central to aligning financial planning with execution across complex product and organisational portfolios. Megji's experience in integrating financial strategy with operational delivery is particularly relevant as Asana continues to scale as a multi-product platform.

CEO Dan Rogers highlighted Megji's role in shaping the company's financial strategy and supporting go-to-market execution, noting his contribution to driving growth initiatives and strengthening internal alignment.

Supporting the transition to AI-enabled delivery models

Asana's evolution toward what it describes as an "Agentic Enterprise" model reflects a broader shift in how organisations manage work, combining human and AI-driven execution. This transition places increased emphasis on disciplined financial governance, investment prioritisation and performance tracking across

innovation programmes.

Megji's background, including senior roles at RingCentral, NVIDIA and Hewlett Packard Enterprise, brings experience from high-growth technology environments where financial planning must closely support product development and market expansion.

Leadership continuity during strategic transition

The transition follows the tenure of Sonalee Parekh, who served as CFO since 2024. Leadership continuity in financial management is critical during periods of transformation, particularly as organisations invest in new capabilities and navigate evolving market conditions.

Megji said he will focus on sustaining growth and delivering long-term value, building on the company's existing financial and operational foundations.

For project-led organisations, the appointment underscores the importance of financial leadership that not only manages cost and reporting, but actively enables strategic delivery, investment decisions and scalable growth.