



# Functionally Rebrands to Functionly As Global Growth on Horizon

February 5, 2020

Functionly (formerly Functionally), today announced a re-branding and change in business name as part of its evolution into a global business.



Co-Founder and CEO, Tim Brewer said, "Since launching the platform only 12 months ago, we've received an overwhelming amount of support for the product, the brand and the problem we're solving. Our commitment to clarity has forced us to look inwards and identify that our name created slight confusion. Transitioning to phonetic spelling is about setting ourselves up for the future as we expand globally."

While colors and shapes are enjoying a slight update and upgrade, Functionly's logo remains similar to what was launched in 2019 with the primary change being to the word.

Though only in the market for just over 12 months, Functionly has enjoyed prominence and features via SaaStr conference and numerous pilots with prominent Silicon Valley brands. With a mission to help companies build better places to work, Functionly is acutely focused on helping leaders design gain clarity on their org structure, control over managing functions in the business and insight into the execution and people gaps causing pain.

"Our F is iconic, well recognized, and friendly. As a business that solves a severely painful problem for C-Suite and managers in growing businesses, a brand that feels warm and approachable is key", said Brewer.

Practically, the rebranding will include updates to the website, social channels, public facing publications and branding assets. By March 2020, all mentions of 'Functionally' will be revised to 'Functionly'.

## **For more information**

Name: Alana Zimmer, Head of Operations

Organization: Functionly

Company URL: [www.functionly.com/rename-to-functionly](http://www.functionly.com/rename-to-functionly)

Email: [Alana@functionly.com](mailto:Alana@functionly.com)