

# Twilio - Company Profile

## Twilio

Here is a comprehensive and accurate company profile for Twilio, based on current web research:

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### 1. Basic Information

- \* \*\*Founded Year:\*\* 2008
- \* \*\*Founders:\*\* Jeff Lawson, Evan Cooke, John Wolthuis
- \* \*\*Current CEO:\*\* Khozema Shipchandler (appointed January 8, 2024)
- \* \*\*Headquarters Location:\*\* San Francisco, California, USA
- \* \*\*Number of Employees:\*\* Approximately 6,000 (as of Q1 2024)
- \* \*\*Website:\*\* [twilio.com](https://www.twilio.com)
- \* \*\*Contact (Support):\*\* support@twilio.com | +1-888-908-9454

### 2. Company Overview

Twilio is a leading cloud communications platform that enables developers and businesses to programmatically embed voice, messaging, video, and email capabilities into their applications. The company provides a robust set of APIs that allow enterprises to create rich, personalized customer engagement experiences across various digital channels.

- \* \*\*Company Mission:\*\* Twilio's mission is "to power the future of customer engagement."
- \* \*\*Brief History Highlights:\*\* \* 2008: Founded, pioneering the Communications Platform as a Service (CPaaS) model.
- \* 2016: Went public on the New York Stock Exchange (NYSE: TWLO).
- \* 2018: Acquired SendGrid, expanding into email API services.
- \* 2020: Acquired Segment, adding a leading Customer Data Platform (CDP) to its offerings.

### 3. Key Products and Services

Twilio offers a wide range of products and services across communications, data, and applications:

- \* \*\*Twilio Programmable Communications:\*\* APIs for Voice, SMS, Video, WhatsApp, and IoT.
- \* \*\*Twilio Flex:\*\* A fully programmable contact center platform.
- \* \*\*Twilio Segment:\*\* A Customer Data Platform (CDP) that unifies customer data from various sources.
- \* \*\*Twilio SendGrid:\*\* Email API and Marketing Campaigns for reliable email delivery.
- \* \*\*Twilio Engage:\*\* A marketing automation platform built on Segment data.
- \* \*\*Twilio Verify:\*\* API for identity verification and two-factor authentication.
- \* \*\*Twilio Frontline:\*\* Mobile-first application for frontline workers to communicate with customers.

### 4. Leadership Team

- \* \*\*CEO:\*\* Khozema Shipchandler
- \* \*\*Executive Chairman (and Co-Founder):\*\* Jeff Lawson
- \* \*\*Chief Financial Officer (CFO):\*\* Aidan Viggiano
- \* \*\*Chief Product Officer (CPO):\*\* Eyal Manor
- \* \*\*President, Communications:\*\* Elena Donio

### 5. Market Position

- \* \*\*Market Capitalization:\*\* Approximately \$9.3 - \$9.5 billion USD (as of early June 2024).
- \* \*\*Main Competitors:\*\* Sinch, Vonage (an Ericsson company), MessageBird, Infobip, and Amazon Web Services (AWS) for specific communication services.

### 6. Recent Achievements (2023-2025)

- \* \*\*Leadership Transition:\*\* Khozema Shipchandler was appointed CEO in January 2024, succeeding co-founder Jeff Lawson, who transitioned to Executive Chairman.
- \* \*\*Strategic Focus on Profitability:\*\* Twilio has undertaken significant initiatives, including workforce reductions (February 2024) and a renewed focus on efficient growth and profitability across its business segments.
- \* \*\*AI Integration and Innovation:\*\* Continued rollout of AI capabilities across its product portfolio, including AI-powered summarization for Twilio Flex and advancements in generative AI for customer data activation within Twilio Segment.
- \* \*\*Enhanced Customer Engagement Solutions:\*\* Ongoing development and expansion of its Twilio Engage platform, leveraging unified customer data to drive more personalized marketing campaigns.