Chad Halvorson is the Founder and Chief Marketing Officer of When I Work, a market leader in shift-based workforce management software that delivers a powerful employee-first experience and creates happier, more productive teams at more than 200,000 workplaces.

Over his career, Halvorson has successfully built three successful multi-million-dollar companies. The idea for When I Work came out of Halvorson’s frustrations with the tedious paper scheduling system at his high school grocery store job. In 1998, he first registered the domain wheniwork.com and has been fixated on solving problems for the hourly workforce for more than 20 years.

When I Work was founded in 2010 under Halvorson’s leadership as CEO. Over the last decade, the company has expanded rapidly, growing to 200 employees, securing multiple rounds of outside investment, scaling to over 40,000 customers, and being listed as one of the Star Tribune’s 150 Top Workplaces. Since the company’s founding, more than 10 million employees have used the When I Work platform.

In 2020, Halvorson hired Martin Hartshorne to succeed him as CEO to help further scale the company, and transitioned to Chief Marketing Officer, focusing his efforts on building the When I Work brand, driving customer growth through a unified experience across all customer touchpoints, and advancing the company’s mission to make shift work awesome.

Halvorson has received numerous awards recognizing his hard work and dedication to his company and community, including being named to Inc. Magazine's 35 Under 35 list and Minneapolis St. Paul Business Journal’s 40 Under 40 list.