

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT
Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934
January 16, 2020
Date of Report (Date of earliest event reported)

8x8

(Exact name of registrant as specified in its charter)

Delaware
(State or other jurisdiction of incorporation)

001-38312
(Commission File Number)

77-0142404
(I.R.S. Employer Identification Number)

2125 O'Nel Drive
San Jose, CA 95131
(Address of principal executive offices including zip code)

(408) 727-1885
(Registrant's telephone number, including area code)

Not Applicable
(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Securities registered pursuant to Section 12(b) of the Act:

| <u>Title of each class</u> | <u>Trading Symbol</u> | <u>Name of each exchange on which registered</u> |
|--|-----------------------|--|
| COMMON STOCK, PAR VALUE \$.001 PER SHARE | EGHT | New York Stock Exchange |

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 2.02. Results of Operations and Financial Condition.

On January 16, 2020, 8x8, Inc. issued a press release announcing the appointment of three new executives and commenting on its quarterly financial results for the three months ended December 31, 2019. A copy of this press release is furnished as Exhibit 99.1 to this report.

The press release is furnished and shall not be deemed "filed" for purposes of Section 18 of the Securities Exchange Act of 1934 (the "Exchange Act"), or subject to the liabilities of that Section or Sections 11 and 12(a)(2) of the Securities Act of 1933, as amended.

Item 9.01. Financial Statements and Exhibits

(d) Exhibits.

Exhibit Description

99.1 [Press release dated January 16, 2020](#)

104 Cover Page Interactive Data File (the cover page XBRL tags are embedded within the Inline XBRL document)

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: October 30, 2019

8X8, INC.

By: /s/ Steven Gatoff

Steven Gatoff

Chief Financial Officer

8x8 Names Go-to-Market Execs to Fuel Next Stage of Growth

New Chief Marketing Officer, Chief Customer Officer & Head of Commercial Sales To Build on Market Success

SAN JOSE, Calif. - January 16, 2020 - [8x8, Inc.](#) (NYSE: EGHT), a leading integrated cloud communications platform, today announced the appointment of Marge Brea as Executive Vice President and Chief Marketing Officer, Samuel Wilson as Chief Customer Officer and Managing Director of EMEA and Homero Salinas as Global Vice President and Head of Commercial Sales.

"8x8 had a very strong quarter ending December 31 and it's clear that the investments we've made this past year in our go-to-market demand engine, channel partner program and product innovation are paying off," said Vik Verma, Chief Executive Officer at 8x8, Inc. "Today we are significantly strengthening our go-to-market and customer operations leadership and aligning the company with improved cost structure and operational efficiencies to deliver on our committed path to profitability. We look forward to providing a detailed business update on our February 4th earnings call."

The Next Generation of Cloud Communications is Upon Us

"Today companies expect a seamless experience from voice to video to sharing -- whether in a meeting, an application or contact center. And without artificial internal or external boundaries," continued Verma. "This market is a race to the cloud and we are uniquely positioned with the platform to make it happen. Our X Series product suite is the only integrated, single-stack technology platform in the market. Marge, Sam and Homero's leadership will help us to further accelerate the business and capture the hearts, minds and wallets of partners, customers and prospects worldwide."

Brea joins 8x8 with over 20 years of global leadership in technology business-to-business marketing. As CMO, she oversees both strategy and execution across all global marketing programs, including brand management, product marketing, demand generation, and ecommerce. Prior to 8x8, she most recently served as Senior Executive Vice President and Chief Marketing Officer at MicroStrategy. Brea has held Chief Marketing or executive operating roles at Informatica, SAP, Hewlett-Packard Company, BEA Systems, and Business Objects. She is also an independent director on the boards of LSC Communications (NYSE: LKSD) and privately-held NS1. Brea received a B.S. in Electrical Engineering from the University of Illinois and an M.B.A. from the University of Oregon.

In the newly created role of Chief Customer Officer, Wilson manages the complete customer lifecycle globally, including professional services, implementation, customer support and associated enablement teams. In addition, he serves as Managing Director of EMEA, based in London, overseeing the company's expansion in the UK and Europe. Wilson is a seasoned sales and operations executive with more than 20 years of experience. Prior to this promotion, he was 8x8's SVP for the global small business and US mid-market sales for over two years where he built out the sales engine and drove better-than-market growth. Wilson was also responsible for building out the company's eCommerce capabilities and initiative that's helping to drive the flywheel of adding customers and reducing acquisition costs

In addition, 8x8 has promoted Homero Salinas to Global Vice President of Commercial Sales. Salinas has global responsibilities for leading inside sales for the full 8x8 portfolio. He has more than 15 years of sales and operations experience, most recently leading contact center sales efforts for 8x8 as the General Manager of Global CCaaS. Prior to joining 8x8, Salinas was SVP of Sales Operations and Performance at Five9 where he played a pivotal role in expanding that company's mid-market practice.

Third Quarter Fiscal 2020 Conference Call Details

As previously communicated, the company will report Q3 fiscal 2020 financial results on February 4, 2020 after the market closes. Interested parties are invited to listen to the conference call at [2pm pacific time](#).

About 8x8, Inc.

8x8, Inc. (NYSE: EGHT) is transforming the future of business communications as a leading Software-as-a-Service provider of voice, video, chat, contact center and enterprise-class API solutions powered by one global cloud communications platform. 8x8 empowers workforces worldwide to connect individuals and teams so they can collaborate faster and work smarter. Real-time business analytics and intelligence provide businesses unique insights across all interactions and channels so they can delight end-customers and accelerate their business. For additional information, visit www.8x8.com, or follow 8x8 on [LinkedIn](#), [Twitter](#) and [Facebook](#).

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