



**8x8, Inc.**

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## **8x8 Appoints Ramana Gottipati as Vice President of Product Management and Adoption**

SAN JOSE, Calif.--(BUSINESS WIRE)-- 8x8, Inc. (NASDAQ: EGHT), provider of innovative, [cloud-based communications and computing solutions](#), today announced the appointment of Ramana Gottipati to the position of Vice President of Product Management and Adoption, reporting to 8x8 Chairman & CEO Bryan Martin.

In this new 8x8 executive management role, Mr. Gottipati will define the product roadmap for 8x8's unified cloud communications service offerings and will lead internal and external teams in the execution of new product development initiatives across mobile and broadband platforms.

"Ramana brings a keen understanding of mobile and cloud technology adoption to 8x8 along with a track record of innovation and leadership with some of Silicon Valley's top technology companies," said Chairman & CEO Bryan Martin. "This expertise will serve 8x8 well as we continue to penetrate the small and medium sized business market with compelling, cloud-based services that help businesses collaborate more effectively while also reducing costs. We are very excited to welcome Ramana as the newest member of our executive management team."

Mr. Gottipati comes to 8x8 with over 15 years of product management and marketing experience across software, media and mobile industries. During his career, he successfully managed large teams and led cross-functional initiatives within start-up and mature companies. Prior to joining 8x8, Mr. Gottipati worked at Apple and various startups as an executive consultant overseeing strategic mobile, web and e-commerce initiatives. Before that, as Senior Director of Product Management and Marketing at RealNetworks, he successfully drove the digital media product lines to deliver media services on mobile and broadband networks worldwide. Prior to joining RealNetworks, Mr. Gottipati held a variety of senior level marketing and product management roles at Autodesk where he was focused on the development and implementation of a marketing and partnership strategy to support the company's global expansion.

"8x8's disruptive communications technology is changing the way businesses operate at all levels and still, the available market is enormous," said Mr. Gottipati. "I'm thrilled to be joining the company at this very exciting stage and look forward to working with 8x8's customers and the product development organization to enhance our service offerings domestically and overseas."

### **About 8x8, Inc.**

8x8, Inc. (NASDAQ: EGHT) empowers business conversations for more than 33,000 small and medium-sized businesses with cloud communications services that include [hosted PBX](#) telephony, unified communications, call center software and video conferencing solutions. The company has been delivering business communications services since 2004 and has garnered a reputation for technical excellence and outstanding reliability. In 2012, 8x8 was named a market "leader" in [Gartner's Magic Quadrant for Unified Communications as a Service \(UCaaS\)](#) in North America and was recognized as the No. 1 Provider of Hosted IP Telephony by [Frost & Sullivan](#) and [Synergy Research Group](#). For additional information, visit [www.8x8.com](http://www.8x8.com), or connect with 8x8 on [Google+](#), [Facebook](#), [LinkedIn](#) and [Twitter](#).

8x8, Inc.  
Joan Citelli, 408-654-0970  
[jcitelli@8x8.com](mailto:jcitelli@8x8.com)

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