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8x8 Appoints Enzo Signore as Chief Marketing Officer

Former Avaya and Cisco Senior Marketing Executive Will Drive 8x8's Global Marketing Efforts as the Company Pushes Forward into the Mid-Market

SAN JOSE, Calif.--(BUSINESS WIRE)-- 8x8, Inc. (NASDAQ:EGHT), a provider of cloud-based unified communications, contact center and collaboration solutions, today announced the appointment of enterprise communications industry veteran Enzo Signore as Senior Vice President and Chief Marketing Officer. Mr. Signore will report directly to 8x8 CEO Vik Verma and will be responsible for the strategy and execution of 8x8's global marketing efforts.



Enzo Signore, 8x8 Senior Vice President & Chief Marketing Officer (Photo: Business Wire)

Mr. Signore brings over 20 years of marketing, product management, sales and business development experience with industry-leading communications and technology vendors to 8x8. He was most recently Vice President of Worldwide Enterprise Solutions and Field Marketing at Avaya where he was responsible for defining, positioning and marketing Avaya's entire multi-billion dollar enterprise portfolio spanning Unified Communication and Collaboration, Video Collaboration, Customer Experience Management, Networking as well as Private Cloud Services. Before that, he served as Vice President, UC Product Management at Avaya where he led the product strategy and go-to market plan for the company's UC Core portfolio.

"Enzo's deep communications industry experience and marketing leadership credentials will be invaluable as 8x8 continues to work toward transitioning more and more mid-market and distributed enterprise businesses to our differentiated cloud-based solutions," said 8x8 CEO Vik Verma. "These larger organizations are realizing significant business value from moving their communications infrastructure to the cloud, ranging from improvements in business agility to better utilization of internal IT resources to rapid deployment of new locations. With roughly 90% of the total available market for telephony alone yet to transition to the cloud, we are very fortunate to have a world class executive like Enzo on board as we work toward capturing the dominant share of this evolving market."

"As a leader in the Gartner Magic Quadrant for UCaaS, 8x8 stands at the forefront of the cloud communications industry today due to the technology, innovation and leadership that have been key to the company's growth and profitability over the years," said Mr. Signore. "This is no doubt an exciting time to join 8x8 as cloud technologies further penetrate the mid-market segment and I look forward to contributing to the company's next phase of growth."

Prior to Avaya, Mr. Signore served as Vice President of Asia-Pacific Sales and Worldwide Sales Operations for optical communications component supplier JDSU, where he rapidly grew the business across the entire region. He was also Vice President of Corporate Marketing at JDSU and successfully re-branded the company as the leader in Broadband and Optical Innovation. Prior to JDSU, Mr. Signore was Senior Director of Marketing for Cisco's Broadband Access portfolio. In this role he grew the business from inception to a multi-hundred million dollar operation. Prior to Cisco, Mr. Signore held business development and engineering positions at ISOCOR, Inc. and Retix, Inc.

Mr. Signore holds a Masters degree in Telecommunications and Computer Science (Summa Cum Laude) from Politecnico di Torino, Italy.

In connection with his hiring, Mr. Signore received an option to purchase 143,636 shares of the Company's common stock with an exercise price of \$7.94 per share, which is equal to the closing price of the Company's Common Stock on November 10, 2014. In addition, Mr. Signore received restrictive stock units ("RSUs") representing the right to receive up to 97,176 shares of

common stock. Vesting of the option and RSUs is subject to his continued service with the Company, and the RSU's are subject to additional vesting requirements based on future market prices of the common stock.

About 8x8:

8x8, Inc. (NASDAQ:EGHT) is the trusted provider of secure and reliable cloud-based unified communications and virtual contact center solutions to more than 40,000 small, midsize and distributed enterprise organizations operating in over 40 countries across six continents. 8x8's out-of-the-box cloud solutions replace traditional on-premise PBX hardware and software-based systems with a flexible and scalable Software as a Service (SaaS) alternative, encompassing cloud business phone service, contact center solutions, and web conferencing. For additional information, visit www.8x8.com, or www.8x8.com/UK or connect with 8x8 on [Google+](#), [Facebook](#), [LinkedIn](#) and [Twitter](#).

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