



8x8, Inc.

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8x8 Appoints Jared Smith-Mickelson as Vice President of Engineering

Former Jive Software and Cisco Technology Leader Joins 8x8 Leadership Team to Help Drive Product Innovation for Next Phase of Growth

SAN JOSE, Calif.--(BUSINESS WIRE)-- 8x8, Inc. (NASDAQ:EGHT), a leading provider of cloud-based unified communications and contact center solutions, today announced the appointment of Jared Smith-Mickelson to the position of Vice President of Engineering, reporting to 8x8 Chairman and CTO Bryan Martin.

This Smart News Release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20150528005432/en/>



Jared Smith-Mickelson, Vice President of Engineering (Photo: Business Wire)

Mr. Smith-Mickelson will lead 8x8's worldwide development teams in defining, implementing and delivering the company's integrated cloud communications service offerings, as well as executing key future product development initiatives.

"Jared brings a keen understanding of the messaging and cloud technology space to 8x8, along with a proven track record of innovation and leadership with some of Silicon Valley's most successful cloud pioneers," said Martin. "We are excited to welcome Jared as the newest member of our leadership team and look forward to his product contributions and technical insights as we increase our presence in the mid-market and push into the enterprise."

Mr. Smith-Mickelson brings more than 15 years of development, management and engineering leadership experience to 8x8. During his career, he successfully managed distributed engineering teams as well as integrated technology organizations acquired through acquisition. Prior to joining 8x8, Mr. Smith-Mickelson worked five years as Vice President of Engineering at Jive Software, Inc. overseeing the company's big data, mobile, real-time and API initiatives.

Prior to that, Smith-Mickelson held several senior manager roles at Cisco Systems, Inc. within the company's Data Center Application Services business unit and Wide Area Application Services business unit. He began his Silicon Valley career with an Accel Partners' backed startup, Reactivity, which was acquired by Cisco in 2007.

Mr. Smith-Mickelson earned his master's and bachelor's degrees in electrical engineering and computer science from the Massachusetts Institute of Technology.

"8x8's innovation and disruptive technologies are transforming the way companies run their business across all channels of communication," said Mr. Smith-Mickelson. "I am thrilled to be joining the company during this exciting phase and look forward to increasing the throughput and disruption 8x8's product development initiatives are delivering to the market."

About 8x8, Inc.

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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