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## 8x8 Hires Marketing Industry Leaders to Accelerate Global Brand, Customer Demand and Revenue Growth

SAN JOSE, Calif.--(BUSINESS WIRE)-- [8x8, Inc.](#) (NASDAQ:EGHT), the leading provider of truly unified communications, today announced it has strengthened its global marketing organization with the recent appointments of three senior executives. Through the addition of industry leaders with deep marketing expertise, 8x8 is executing on its strategic initiatives to accelerate go-to-market efforts, advance global brand awareness, increase customer demand, and speed time to revenue for the company's truly unified communications solutions. 8x8 now delivers one unified platform for cloud communications, collaboration tools, video conferencing, and contact center solutions to improve IT efficiency and reduce headaches; one seamless communications experience for employees and customers; and one real-time data analytics platform for constant learning and improvement.

"8x8 is the only truly unified solution helping modern organizations communicate at the speed of employee and customer expectations. By unleashing the power of the enterprise for every customer connection, we help businesses improve customer satisfaction scores, and accelerate time to decision, time to resolution and time to revenue," said [Rani Hublou, Chief Marketing Officer of 8x8](#). "It is an exciting time to be working alongside some of the best and brightest marketing individuals in the industry. We will continue to extend 8x8's compelling value proposition to our rapidly growing customer base."

Under the leadership of Rani Hublou, 8x8 has committed to building a world-class global marketing organization to increase adoption and global expansion of the company's industry-leading truly unified communications solutions. Recent marketing executive hires include:

- | Milan Martin, Vice President of Global Brand and Marketing Communications, is responsible for 8x8's brand globally and leads teams across advertising, marketing communications, public relations, analyst relations, customer advocacy and corporate events. He has more than 20 years of advertising and marketing experience and was most recently President at Grey Global Group. Martin has formerly held executive-level positions across two continents, leading large-scale marketing initiatives for dozens of Fortune 500 brands, including IBM, Symantec, AT&T, Anheuser Busch, Procter & Gamble, and Motorola.
- | Lynn Porterfield, Vice President of US Midmarket Demand Generation, is responsible for working in lockstep with sales leadership to help increase the sales pipeline in the midmarket. She has more than 20 years of experience leading marketing teams at some of the world's largest companies such as IBM and Citigroup. Porterfield joins 8x8 from Hewlett Packard Enterprise where she most recently served as the company's worldwide digital marketing executive.
- | Anders Unosson, Vice President of Marketing Optimization, is responsible for 8x8's marketing operations, including data, analytics, SEO/SEM, and digital efforts. He has spent more than 20 years building large-scale global mobile applications and service businesses around pioneering technologies as well as driving corporate, marketing, product, and sales strategies for some of the world's largest companies. Unosson formerly held senior global business leadership and board member roles, and led strategy, operational improvement, business alliance and M&A efforts for organizations, such as Siemens, McKinsey & Co, Ericsson, Volvo, Procter & Gamble, as well as several private equity and venture capital funds.

The new marketing executive team joins 8x8 at an exciting time of innovation and growth for the company. Last week, the company launched [8x8 Virtual Office® Editions](#), a suite of products designed to revolutionize business communications. As part of the launch, 8x8 announced the new [8x8 Virtual Office X8](#) edition, which offers unified communications, collaboration and contact center in one solution. By eliminating the communications silos that exist with a portfolio of fragmented solutions, 8x8 Virtual Office X8 allows companies to run their business faster and smarter with a unified solution for efficient and seamless communications and collaboration between employees, partners and customers.

### About 8x8, Inc.

8x8, Inc. (NASDAQ:EGHT), the leading provider of truly unified communications, powers over a million business users worldwide. 8x8's suite of products seamlessly weaves together unified cloud communications, messaging, meetings and contact center solutions so today's modern organization can communicate at the speed of employee and customer

expectations. 8x8 uniquely combines one unified management platform, one seamless communications experience for employees and customers, and one real-time data analytics platform for constant learning and improvement. For additional information, visit [www.8x8.com](http://www.8x8.com), or connect with 8x8 on [LinkedIn](#), [Twitter](#), [Google+](#) and [Facebook](#).

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