
**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**

Date of Report (Date of earliest event reported): January 31, 2024

Sprinklr, Inc.
(Exact Name of Registrant as Specified in Its Charter)

Delaware (State or Other Jurisdiction of Incorporation)	001-40528 (Commission File Number)	45-4771485 (IRS Employer Identification No.)
29 West 35th Street 7th Floor New York, New York (Address of Principal Executive Offices)		10001 (Zip Code)

Registrant's Telephone Number, Including Area Code: (917) 933-7800

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 (see General Instructions A.2. below):

- 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))

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

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Class A Common Stock, par value \$0.00003 per share	CXM	The New York Stock Exchange

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).

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 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.

Executive Officer Changes

On February 5, 2024, Sprinklr, Inc. (the “*Company*”) announced that Scott Harvey has been appointed to serve as the Company’s Chief Customer Officer, effective as of February 5, 2024. In his expanded role, Mr. Harvey will succeed Paul Ohls, who notified the Company on January 31, 2024 of his decision to step down from the Chief Revenue Officer position, effective as of February 5, 2024. To assist in the transition to Mr. Harvey, Mr. Ohls will remain with the Company in an advisory role through March 16, 2024. Mr. Harvey, age 52, has been with the Company since September 2023, most recently serving as Executive Vice President, Customer Operations. Prior to joining the Company, Mr. Harvey served as Global Head of Technical Sales and Services at Stripe, where he oversaw the company’s presales and post-sale organizations focused on driving adoption and consumption of Stripe product offerings. Previously, Mr. Harvey spent more than six years at ServiceNow, Inc., from February 2014 to November 2020, in multiple senior leadership positions, including SVP of Solution Sales and SVP of Solution Consulting. Prior to ServiceNow, Mr. Harvey spent 12 years at VMware in various marketing, sales and customer operations leadership roles from November 2001 to February 2014. Mr. Harvey holds a bachelor’s degree in communication from Central Washington University.

At the time of this report, the Company has not yet entered into any compensation, transition or severance arrangements with Mr. Ohls in connection with the announcement described above.

Item 7.01. Regulation FD Disclosure.

On February 5, 2024, the Company issued a press release announcing the executive changes described above, as well as reaffirming the Company’s financial guidance for its fiscal fourth quarter and full fiscal year ended January 31, 2024 previously provided on December 6, 2023, a copy of which is attached hereto as Exhibit 99.1 and is hereby incorporated by reference.

This information set forth under Item 7.01 of this Current Report, including Exhibit 99.1 attached hereto, is furnished and shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, or subject to the liabilities of that section. The information shall not be deemed incorporated by reference into any other filing with the Securities and Exchange Commission made by the Company regardless of any general incorporation language in such filing, except as shall be expressly set forth by specific reference in such filing.

Item 9.01. Financial Statements and Exhibits.

(d) Exhibits.

<u>Exhibit No.</u>	<u>Description of Exhibits</u>
99.1	Press release, dated February 5, 2024
104	Cover Page Interactive Data File (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.

Sprinklr, Inc.

By: /s/ Manish Sarin
Manish Sarin
Chief Financial Officer

Dated: February 5, 2024

Sprinklr Appoints Scott Harvey as Chief Customer Officer and Reaffirms Financial Guidance for Q4 and Full Year FY 2024

- *Mr. Harvey will lead a unified global customer organization, including all sales and services teams, to accelerate go-to-market efficiencies and better serve customers.*
- *Chief Revenue Officer Paul Ohls will support Mr. Harvey in his transition before departing Sprinklr on March 16th.*
- *Sprinklr reaffirms financial guidance for the fourth quarter and full year fiscal 2024.*

NEW YORK, NY — February 5, 2024 — **Sprinklr** (NYSE: CXM), the unified customer experience management (Unified-CXM) platform for modern enterprises, today announced the appointment of Scott Harvey as Chief Customer Officer. Mr. Harvey has served as Sprinklr’s executive vice president of customer operations since September 2023. He will continue to report directly to Sprinklr Founder and CEO Ragy Thomas in this newly expanded role leading a unified global customer organization, including all sales and services teams, to accelerate go-to-market efficiencies and better serve customers.

“Sprinklr is actively taking steps to structure our business for the next stage of scale. This includes making organizational changes that will further our go-to-market alignment and unify our work along the customer journey. We will continue to hire world-class leaders who have demonstrated measurable results and operational excellence to support and enable our next chapter of growth. Scott has proven to be an exceptional global leader, and we share strong convictions about the vision for Unified-CXM and the future of Sprinklr,” said **Sprinklr Founder and CEO, Ragy Thomas**.

“I believe we are on the digital edge of a very exciting future for Unified-CXM,” said **Mr. Harvey**. “Sprinklr has a tremendous opportunity to be the leading choice for brands at the forefront of exceptional customer experience. I look forward to advancing Sprinklr’s vision, serving our diverse customers, furthering our go-to-market alignment, and the opportunity to lead our customer-facing teams.”

Today, Sprinklr also announced that Chief Revenue Officer (CRO) Paul Ohls has made the decision to leave Sprinklr effective March 16, 2024. He will support Mr. Harvey until his departure to ensure a seamless transition. “Paul has had an immeasurable impact on Sprinklr’s success over more than five years in sales leadership, most recently as CRO. He inspired a passion for how our platform provides value to our customers and helped build a foundation for our next phase of growth and scale. His contributions and friendship are greatly valued, and we wish him well,” continued **Thomas**.

Sprinklr also reaffirms its financial guidance for the fourth quarter of fiscal 2024 and the full year fiscal 2024, as provided in a press release issued on December 6, 2023.

About Scott Harvey

Mr. Harvey joined Sprinklr in September 2023 as executive vice president of Customer Operations to optimize customer-facing operations from pre-sales solution consulting through post-sales customer success and recurring services. Prior to joining Sprinklr, Mr. Harvey served as Stripe's global head of technical sales and services, with responsibility for the pre-sales and post-sales organizations focused on driving customer adoption and consumption of Stripe product offerings. During his tenure, Stripe saw revenue more than double. Prior to Stripe, Mr. Harvey spent more than six years in senior leadership positions with ServiceNow, Inc., including SVP of Solution Sales and SVP of Solution Consulting. During his tenure, ServiceNow, Inc. experienced accelerated growth and scale with revenue soaring from \$425 million to \$4.5 billion and its workforce from 1,800 to 13,000.

About Sprinklr

Sprinklr is a leading enterprise software company for all customer-facing functions. With advanced AI, Sprinklr's unified customer experience management (Unified-CXM) platform helps companies deliver human experiences to every customer, every time, across any modern channel. Headquartered in New York City with employees around the world, Sprinklr works with more than 1,400 valuable enterprises — global brands like Microsoft, P&G, Samsung and more than 50% of the Fortune 100. Sprinklr's value to the enterprise is simple: We un-silo teams to make customers happier.

Forward Looking Statements

This press release contains forward-looking information and statements within the meaning of the Private Securities Litigation Reform Act of 1995, including statements regarding the potential benefits of appointing Scott Harvey as Sprinklr's Chief Customer Officer and statements regarding our financial outlook for the fourth quarter and full-year fiscal 2024. By their nature, forward-looking information and statements are subject to risks, uncertainties, and contingencies, including the risk that the potential benefits of Mr. Harvey's appointment are not realized and risks, uncertainties and contingencies that may apply to Sprinklr's business. Additional risks and uncertainties that could cause actual outcomes and results to differ materially from those contemplated by the forward-looking statements are discussed in our Quarterly Report on Form 10-Q for the quarter ended October 31, 2023, filed with the Securities and Exchange Commission (the "SEC") on December 6, 2023, under the caption "Risk Factors," and in other filings that we make from time to time with the SEC. Sprinklr does not undertake to update any forward-looking statements or information, including those contained in this press release.

Press Contact

Austin DeArman
pr@sprinklr.com