# 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): October 27, 2025**

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

| Delaware | 001-40528 | 45-4771485 |
|---|---|---|
| (State or Other Jurisdiction of Incorporation) | (Commission File Number) | (IRS Employer Identification No.) |

| | |
|---|---|
| 441 9th Avenue<br>12th Floor<br>New York, New York | 10001 |
| (Address of Principal Executive Offices) | (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:

☐ 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 7.01 Regulation FD Disclosure.**

On October 27, 2025, Sprinklr, Inc. (the “Company”) issued a press release announcing the appointment of Karthik Suri as the Company’s Chief Product and Corporate Strategy Officer, effective immediately. A copy of the press release is furnished herewith as Exhibit 99.1 and incorporated herein by reference.

*The 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.

| Exhibit No. | Description of Exhibits |
|---|---|
| 99.1 | Press release, dated October 27, 2025 |
| 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/ Jacob Scott
Jacob Scott
General Counsel & Corporate Secretary

Dated: October 27, 2025

**Exhibit 99.1**

**Sprinklr Announces Karthik Suri as Chief Product and Corporate Strategy Officer**

**NEW YORK, NY — October 27, 2025 –** Sprinklr (NYSE: CXM), the unified customer experience management (Unified-CXM) platform for modern enterprises, today announced that **Karthik Suri** will join Sprinklr as *Chief Product and Corporate Strategy Officer*, effective immediately, reporting to Sprinklr *President and CEO*, **Rory Read**. In this role, Suri will lead the company's product vision and execution, and corporate strategy.

"Karthik is a unique product leader with the rare combination of technical depth, strategic acumen and operational rigor," said **Rory Read**, *President and CEO* of Sprinklr. "His ability to identify market opportunities, build and transform products that customers love, and drive strategic growth through both organic innovation and inorganic opportunities makes him a strong fit for this role, particularly given the transformation we are currently going through at Sprinklr. As we continue to accelerate our product roadmap to drive and define the unified customer experience market, Karthik's leadership will be invaluable."

Suri brings more than 25 years of product leadership and strategic experience in the technology industry, most recently serving as Chief Product Officer at Cornerstone OnDemand, where he was responsible for the multi-year vision to transform Cornerstone's product from a learning solution to a full-stack, workforce agility and intelligence platform. Prior to this, Suri served as Chief Product and Technology Officer at Invitae, where he led the Global Products and Technology organization for the Personalized Health Management company. Suri also led strategic growth planning, business operations, market intelligence, M&A integration and other operational functions as Senior Vice President, Chief Operating Officer at GE Digital. He has held leadership roles at leading tech companies, including PayPal, eBay, Magento, and Yahoo!. He brings deep transformation experience and a strong track record for building scale and driving growth profitably.

"I've long admired Sprinklr's bold mission to make every customer experience extraordinary," said **Suri**. "The company has built remarkable technology and an exceptional team, and I'm thrilled to help shape this next chapter of growth. I look forward to working with this talented team to deliver the definitive, AI-native unified customer experience platform that truly makes a difference for our customers, while identifying strategic opportunities that will expand our impact and drive long-term value."

Suri holds a B.E. in Mechanical Engineering and an M.Sc. in Chemistry from BITS, Pilani, India, an M.S. in Industrial and Systems Engineering from The Ohio State University, and a dual M.B.A. from Columbia Business School and University of California, Berkeley, Haas School of Business.

**About Sprinklr**

Sprinklr is the definitive, AI-native platform for Unified Customer Experience Management (Unified-CXM), empowering brands to deliver extraordinary experiences at scale — across every customer touchpoint.

By combining human intelligence with the enhancements and insights of artificial intelligence, Sprinklr helps brands earn trust and loyalty through personalized, seamless, and efficient customer interactions. Sprinklr's unified platform provides powerful solutions for every customer-facing team — spanning social media management, marketing, advertising, customer feedback, and omnichannel contact center management — enabling enterprises to unify data, break down silos, and act on real-time insights.

Today, 1,900+ enterprises — including Microsoft, P&G, Samsung, and 60% of the Fortune 100 — rely on Sprinklr to help them deliver consistent, trusted customer experiences worldwide.

**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 Karthik Suri joining Sprinklr as its Chief Product and Corporate Strategy Officer. By their nature, forward-looking information and statements are subject to risks, uncertainties, and contingencies, including (i) the risk that the potential benefits of Mr. Suri's joining Sprinklr are not realized and (ii) 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 July 31, 2025, filed with the Securities and Exchange Commission (the "SEC") on September 4, 2025, 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**

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