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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549**

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**FORM 8-K**

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**CURRENT REPORT  
Pursuant to Section 13 or 15(d)  
of the Securities Exchange Act of 1934**

**Date of Report (Date of earliest event reported): July 1, 2026**

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**Sprinklr, Inc.**

(Exact Name of Registrant as Specified in Its Charter)

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**Delaware**  
(State or Other Jurisdiction  
of Incorporation)

**001-40528**  
(Commission  
File Number)

**45-4771485**  
(IRS Employer  
Identification No.)

**441 9th Avenue  
12th 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)

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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.

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**Item 7.01 Regulation FD Disclosure.**

On July 1, 2026, Sprinklr, Inc. (the “Company”) issued a press release announcing the appointment of Thomas Addis as the Company’s Chief Revenue Officer, effective as of July 1, 2026. 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.

<u>Exhibit No.</u>	<u>Description of Exhibits</u>
99.1	<a href="#">Press release, dated July 1, 2026</a>
104	Cover Page Interactive Data File (embedded within the Inline XBRL document)

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**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: July 1, 2026

**Sprinklr Announces Thomas Addis as Chief Revenue Officer**

**NEW YORK, NY — July 1, 2026** – **Sprinklr** (NYSE: CXM), the definitive, AI-native platform for Unified Customer Experience Management (Unified-CXM), today announced that **Thomas Addis** will join Sprinklr as its *Chief Revenue Officer*, effective immediately, reporting to Sprinklr *President and CEO, Rory Read*.

“We are thrilled to welcome Thomas to the Sprinklr team. As we continue to evolve our go-to-market model and accelerate into our next phase of growth, execution and alignment matter more than ever,” said **Rory Read**, *President and Chief Executive Officer* of Sprinklr. “Thomas brings a proven track record of driving growth through customer engagement, an innovative, AI-forward approach, and a passion for building high-performing global teams with strong sales cultures – all of which are critical as we continue our transformation journey. I’m confident that he will help us further strengthen how we serve customers and operate as one team.”

Addis brings more than two decades of global go-to-market and revenue leadership experience across high-growth enterprise technology companies. Most recently, he served as *President and Chief Revenue Officer* at Bazaarvoice, where he led a large, global organization and helped nearly double company revenue through a scalable, AI-driven model. Prior to that, he was *CEO* of Kinetica, where he aligned product and go-to-market strategy to drive sustainable, profitable growth.

Earlier in his career, Addis served as *Global Chief Revenue Officer* at Box, where he helped to significantly scale revenue and build the company’s commercial foundation as a leader in intelligent content management. He also held leadership roles at Salesforce, joining prior to its IPO and contributing to its growth from \$51 million to more than \$2 billion in revenue.

“What stands out to me about Sprinklr is the combination of a powerful platform, a clear strategy, and a team that’s ready to execute,” said **Thomas Addis**. “Sprinklr is uniquely positioned to help enterprises deliver extraordinary customer experiences at scale, and I’m excited to work alongside this team to build a more aligned, execution-focused go-to-market approach that delivers meaningful results for our customers.”

Addis holds a Bachelor’s of Arts degree from the University of California, Los Angeles (UCLA).

**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.

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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, 1,600+ enterprises — including Microsoft, P&G, Samsung, and 59% 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 Thomas Addis joining Sprinklr as its Chief Revenue 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. Addis'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 April 30, 2026, filed with the Securities and Exchange Commission (the "SEC") on June 4, 2026, 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.