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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): April 18, 2016**

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**Marchex, Inc.**

(Exact name of Registrant as Specified in its Charter)

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**Delaware**  
(State or other jurisdiction  
of incorporation)

**000-50658**  
(Commission  
File Number)

**35-2194038**  
(I.R.S. Employer  
Identification No.)

**520 Pike Street Suite 2000  
Seattle, Washington 98101**  
(Address of Principal Executive Offices)

**(206) 331-3300**  
(Registrant's telephone number, including area code)

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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 (see General Instruction 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))
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**Item 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements for Certain Officers.**

On April 20, 2016, Marchex, Inc. (“Marchex”) announced that Ziad Ismail, previously Marchex’s Senior Vice President, Product & Engineering, has been appointed Chief Product Officer. Mr. Ismail, 42, has served as Marchex’s Senior Vice President, Product & Engineering since May 2013. Prior to serving as Marchex’s Senior Vice President, Product & Engineering, Mr. Ismail served as Marchex’s Vice President of Product from February 2012 through April 2013 and as Marchex’s Senior Director of Product Management from October 2011 through February 2012. Mr. Ismail previously held various leadership roles at Microsoft between 2004 and 2011 and worked primarily on new product categories while at Microsoft.

In connection with such appointment, Marchex entered into its standard form indemnity agreement for Marchex’s Section 16 executive officers and directors with Mr. Ismail.

There were no compensation changes in connection with the foregoing officer change. Mr. Ismail’s compensation will be evaluated by the Compensation Committee along with the rest of the executive team as part of the Compensation Committee’s upcoming annual review of executive compensation matters.

**Item 9.01 Financial Statements and Exhibits.**

**(d) Exhibits.**

<u>Exhibit No.</u>	<u>Description</u>
99.1	Press Release of Marchex, dated April 20, 2016.

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, Marchex has duly caused this Current Report to be signed on its behalf by the undersigned hereunto duly authorized.

MARCHEX, INC.

Date: April 20, 2016

By: \_\_\_\_\_ /s/ PETER CHRISTOTHOULOU  
Name: **Peter Christothoulou**  
Title: **Chief Executive Officer**

## Marchex Appoints Ziad Ismail as Chief Product Officer

SEATTLE – (BUSINESS WIRE) – April 20, 2016 – Marchex (NASDAQ: MCHX), a leading mobile advertising analytics company, today announced the appointment of Ziad Ismail as Chief Product Officer.

Ismail, who previously served as the Senior Vice President of Product and Engineering at Marchex, will continue leading the Product and Engineering organization and focus on building the most powerful set of enterprise analytics tools that enable global marketers and their agencies to deeply understand the online-to-offline path to purchase and maximize advertising returns.

Ismail joined Marchex in 2011 and has played a leading role in shaping Marchex's product strategy and helping to build a leading engineering organization. He has accelerated innovation by delivering industry-first enterprise analytics products that meaningfully improve client ROI, including Marchex Search Analytics, Marchex Display Analytics and Marchex Call DNA. Prior to joining Marchex, Ismail held various leadership roles at Microsoft from 2004 to 2011 in new product categories, helped launch the company's mobile search and mobile advertising efforts and oversaw product planning for Windows Phone. Prior to Microsoft, Ismail was the founder and CEO of several companies, including CitiKey, an award-winning mobile local company started in 1997 in Stockholm, Sweden. Ismail received his M.B.A. from Harvard Business School and M.Sc in Computer Science from the Royal Institute of Technology in Sweden.

"I'm amazed by Ziad's passion for developing high-performing teams and breakthrough products that bring visibility and accountability to mobile media," said Marchex CEO Pete Christothoulou. "He has incredible empathy for the challenges marketers face as they transition to mobile-centric customer acquisition initiatives. Ziad will continue to play a lead role as Marchex expands its suite of enterprise analytics products, all of which empower global marketers to meaningfully and efficiently grow their business."

"I'm thrilled to expand my work with the amazing team at Marchex," Ismail said. "We are on the front lines of a new era in digital marketing analytics: measuring online-to-offline actions. This is a giant and unsolved opportunity and we are committed to becoming the platform of record for the largest global brands and their agencies."

### About Marchex:

Marchex is a leading mobile advertising analytics company that connects online behavior to real-world, offline actions. By linking critical touchpoints in the customer journey, Marchex's products enable a 360-degree view of marketing effectiveness. Brands and agencies utilize Marchex's products to transform business performance.

Please visit [www.marchex.com](http://www.marchex.com), [www.marchex.com/blog/](http://www.marchex.com/blog/) or @marchex on Twitter ([Twitter.com/Marchex](https://twitter.com/Marchex)), where Marchex discloses material information from time to time about the Company, its financial information, and its business.

### Media Inquiries:

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