

**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): April 6, 2021

Marchex, Inc.

(Exact name of Registrant as Specified in Its Charter)

Delaware
(State or Other Jurisdiction
of Incorporation)

000-50658

(Commission File Number)

35-2194038
(IRS Employer
Identification No.)

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

98101
(Zip Code)

Registrant's Telephone Number, Including Area Code: (206) 331-3300

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 B Common Stock	MCHX	The Nasdaq Global Select Market

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.

On April 6, 2021, Marchex, Inc. ("Marchex" or the "Company") announced the appointment of Leila Kirske ("Kirske") as its Chief Financial Officer effective immediately. Ms. Kirske, age 57, joined the Company in November 2020 as its Senior Vice President of Finance and Administration. Prior to joining Marchex, Ms. Kirske was the Chief Financial Officer at 98point.6, Inc. ("98point.6") as position she held since December 2018. Prior to 98point.6, Kirske was the Chief Financial Officer at Tune, Inc. from April 2017 to November 2018 and Simply Measured from July 2014 to March 2017. There was no change in Ms. Kirske's compensation in connection with this appointment.

A copy of the press release dated April 6, 2021 announcing Ms. Kirske's appointment is attached as Exhibit 99.1 to this report and incorporated herein by reference. The information contained in the press release attached hereto is being furnished and shall not be deemed filed for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), or otherwise subject to the liability of that section, and shall not be deemed incorporated by reference into any registration statement or other document filed under the Securities Act of 1933, as amended, or the Exchange Act, except as shall be expressly set forth by specific reference in such filing.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits.

<u>Exhibit Number</u>	<u>Description</u>
99.1	Press Release of Marchex, dated April 6, 2021
104	Cover Page Interactive Data File (embedded within the Inline XBRL document)

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 6, 2021

By: _____ /s/ MICHAEL A. ARENDS
Name: **Michael A. Arends**
Title: **Co- CEO**
(Principal Executive Officer for SEC reporting purposes)

SEATTLE—(BUSINESSWIRE)— April 6, 2021 - Marchex (NASDAQ: MCHX), a leading conversational analytics and solutions company that connects the voice of the customer to your business, today announced that it has promoted Leila Kirske to Chief Financial Officer, effective immediately. In this role, Kirske will lead Marchex’s finance and administrative organizations. Michael Arends who previously served as Marchex CFO, will continue in his role as Co-CEO of Marchex.

Prior to serving as Senior Vice President of Finance and Administration at Marchex, Ms. Kirske most recently was the CFO at 98point.6, Inc., an on-demand digital primary care service, where she led all aspects of the company’s financial operations. Kirske has served as a finance leader for more than 25 years, including as the CFO for other global technology companies such as Tune Inc., a cloud-based SaaS affiliate marketing platform and Bsquare, Inc., a software provider for intelligent devices and systems. Kirske began her career in audit at PricewaterhouseCoopers.

“I am pleased to have Leila join our executive team and to have her lead our finance and administrative organizations,” said Russell Horowitz, Marchex Executive Chairman. “Mike Arends is evolving his duties to full-time Co-CEO in order to support our strategic evolution as a company and increase our ability to take advantage of the tremendous opportunity in the conversational analytics and solutions market. 2021 is an important year for Marchex, as our expanding AI capabilities are fueling product growth and allowing us to solve an increasing array of mission critical problems for our customers and prospects.”

“I am excited to be part of Marchex’s leadership team and to have the opportunity to more significantly contribute to our overall organizational and strategic efforts,” said Kirske. “There is a significant untapped opportunity to use AI to help businesses grow through delivering high quality customer experiences. I believe Marchex is very well positioned to take advantage of its emerging AI-driven conversation analytics and solutions to continue to grow and expand our base of world-class customers.”

“We are very pleased to promote Leila to our executive team,” said Michael Arends, Co-CEO. “Leila’s demonstrated track record in leading successful business transformation initiatives, developing organizational strategy, and optimizing financial and operational management processes will prove valuable as Marchex continues to evolve and execute on our leadership opportunity in the conversational analytics and sales engagement solutions markets.”

About Marchex

Marchex understands the best customers are those who call your company - they convert faster, buy more, and churn less. Marchex provides solutions that help companies drive more calls, understand what happens on those calls, and convert more of those callers into customers. Our actionable intelligence strengthens the connection between companies and their customers, bridging the physical and digital world, to help brands maximize their marketing investments and operating efficiencies to acquire the best customers.

Please visit <http://www.marchex.com>, www.marchex.com/blog or @marchex on Twitter (Twitter.com/Marchex), where Marchex discloses material information from time to time about the company, its financial information, and its business.

Marchex, Inc.
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