

# SECURITIES & EXCHANGE COMMISSION EDGAR FILING

**Crexendo, Inc.**

**Form: 8-K**

**Date Filed: 2020-11-24**

Corporate Issuer CIK: 1075736

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) November 23, 2020

**Crexendo, Inc.**

*(Exact Name of Registrant as Specified in Its Charter)*

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

**001-32277**  
*(Commission File Number)*

**87-0591719**  
*(IRS Employer Identification No.)*

**1615 S. 52<sup>nd</sup> Street, Tempe, AZ 85281**  
*(Address of Principal Executive Offices) (Zip Code)*

**(602) 714-8500**  
*(Registrant's Telephone Number, Including Area Code)*

**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 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))

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

Appointment of Jon Brinton to the position of Chief Revenue Officer.

On November 23, 2020, Crexendo, Inc. (the "**Company**") appointed Jon Brinton as the Company's Chief Revenue Officer effective immediately.

Prior to joining the Company, Brinton was Vice President of Channel Sales for North America for Avaya. Prior to joining Avaya, Brinton served in various Senior Executive roles at Mitel. Amongst those, as President of the Cloud Division from its formation in 2011 to attain the #2 Global Market share position for Unified Communications as a Service users globally over a period of six years. In addition, Brinton held other Senior Executive roles including managing the Contact Center line of business amongst other responsibilities within Mitel. Brinton's 25 years of industry experience also includes serving in Senior Leadership roles with Inter-Tel.

There is no arrangement or understanding between Mr. Brinton and any other person pursuant to which he was selected as an officer of the Company.

Mr. Brinton's employment is not subject to an employment contract. Mr. Brinton is receiving a base salary of \$205,000 per year plus potential incentive bonuses. If the Company approves an executive bonus plan for 2021 it is expected that Mr. Brinton would be included as a participant. In addition, Mr. Brinton was awarded 100,000 options to purchase common stock under the Crexendo Long Term Incentive Plan, the options vest ratably over a three-year period (the award was made on November 16, 2020 prior to Mr. Brinton being named Chief Revenue Officer).

**Item 8.01. Other Events.**

On November 23, 2020, the Company issued a press release in which it announced the appointment of Mr. Brinton. A copy of the press release is attached as

Exhibit 99.1 and incorporated by referenced into this Item 9.01.

**Item 9.01. Financial Statements and Exhibits.**

[99.1](#) Press release dated November 23, 2020 .

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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.

**Crexendo, Inc.**

Date: November 24, 2020

By: /s/ Ronald Vincent

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Ronald Vincent  
Chief Financial Officer

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## CREXENDO ANNOUNCES APPOINTMENT OF CHIEF REVENUE OFFICER

PHOENIX, AZ / ACCESSWIRE / November 23, 2020 / **Crexendo, Inc. (NASDAQ:CXDO)**, an award-winning premier provider of cloud communications, UCaaS (Unified Communications as a Service), call center, collaboration services, and other cloud business services that are designed to provide enterprise-class cloud services to any size business at affordable monthly rates, today announced that it has appointed Jon Brinton to the position of Chief Revenue Officer. Brinton will oversee revenue operations, direct sales and channel sales, including Value-Added Resellers (VARs) and Agents.

Steven G. Mihaylo, Chief Executive Officer commented “Jon is an exceptional executive with a track record of improving operations and driving revenue. He has a world class entrepreneurial mind and is driven to improve our sales results. Jon will work aggressively to add additional driven direct sales and channel sales agents. He comes to work, rolls up his sleeves and wants to add value to the organization and particularly to add shareholder value. He will be an exceptional addition to our team. This is one of many steps we are making to invest in and grow our business”.

Doug Gaylor, President and COO said “Jon has a proven track record of leading and motivating high-performing sales teams. Our investment in Jon shows our focus on accelerating the success of Crexendo and our Ride the Cloud™ world class systems and products. Jon will immediately begin to work to win new Cloud Communications customers and will continue to grow our Channel Partner Program, while extending the sales reach of our products and services. I am very excited to have Jon join the team”.

Most recently, Brinton was Vice President of Channel Sales for North America for Avaya. Prior to joining Avaya, Brinton served in various Senior Executive roles at Mitel. Amongst those, he served as President of the Cloud Division from its formation in 2011 and grew the division to attain the #2 Global Market share position for Unified Communications as a Service users globally over a period of six years. In addition, Brinton held other Senior Executive roles including managing the Contact Center line of business amongst other responsibilities within Mitel. Brinton’s 25 years of industry experience also includes serving in Senior Leadership roles with Inter-Tel.

Brinton commented “I am very excited to join Crexendo. This is an exciting time in the company’s history, and I appreciate the organization that Steve, Doug and the rest of the team have built to date. It is great to join a company that is so focused on serving its customers and Partners. In addition, I was highly impressed with the award winning Crexendo Ride the Cloud™ solutions. In the current world environment where “Work from Anywhere” is so important, Crexendo’s solutions are a critical component in facilitating effective communications within our customer’s organizations while providing them with the tools they need to support their end customer’s effectively. I am excited to be joining the team and will be working to drive revenue growth and increase shareholder value.”

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## **About Crexendo**

Crexendo, Inc. is an award-winning premier provider of UCaaS (Unified Communications as a Service), call center, collaboration services, and other cloud business services that are designed to provide enterprise-class cloud services to any size business at affordable monthly rates.

## **Safe Harbor Statement**

This press release contains forward-looking statements. The Private Securities Litigation Reform Act of 1995 provides a "safe harbor" for such forward-looking statements. The words "believe," "expect," "anticipate," "estimate," "will" and other similar statements of expectation identify forward-looking statements. Specific forward-looking statements in this press release include information about Crexendo (i) having Brinton be an exceptional executive with a track record of improving operations and driving revenue as well as having a world class entrepreneurial mind; (ii) believing that Brinton will improve sales results and add additional driven direct sales and channel sales agents; (iii) that Brinton will add value to the organization and particularly add shareholder value; (iv) having Brinton be an exceptional addition to the team; (v) having the hire as one of many steps in investing in and growing the business; (vi) retaining Brinton due to a proven track record of leading and motivating high-performing sales teams; (vii) having the hire of Brinton show its willingness to invest in accelerating its success and that that he will aggressively work to win new Cloud Communications customers and continue to grow the Channel Partner Program, while extending the sales reach of services; (viii) believing this is an exciting time in the company's history; (ix) being a company that is so focused on serving its customers and Partners; (x) believing that in the current world environment where "Work from Anywhere" is so important its solutions are a critical component in facilitating effective communications within our customer's organizations while providing them with the tools they need to support their end customer's effectively and (xi) Brinton will be working to drive revenue growth and increase shareholder value.

For a more detailed discussion of risk factors that may affect Crexendo's operations and results, please refer to the company's Form 10-K for the year ended December 31, 2019, and quarterly Form 10-Qs as filed with the SEC. These forward-looking statements speak only as of the date on which such statements are made, and the company undertakes no obligation to update such forward-looking statements, except as required by law.

## **CONTACT:**

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SOURCE: Crexendo, Inc.

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