

SECURITIES & EXCHANGE COMMISSION EDGAR FILING

Mobiquity Technologies, Inc.

Form: 8-K

Date Filed: 2018-12-20

Corporate Issuer CIK: 1084267

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, DC 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 OR 15(d) of the Securities and Exchange Act of 1934

Date of Report (Date of earliest event reported): December 20, 2018

Commission File Number 000-51160

MOBIQUITY TECHNOLOGIES, INC.

(Exact name of small business issuer as specified in its charter)

New York

(State or other jurisdiction of incorporation or organization)

35 Torrington Lane, Shoreham, NY 11786

(Address of principal executive offices)

516-246-9422

(Issuer's telephone number)

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 Instructions 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))

Indicate by check mark whether the registrant is an emerging growth company as defined in 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 Director or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangement of Certain Officers

On December 20, 2018, the Company announced the appointment to the Board of three new members effective January 2, 2019. These members are listed below.

Anthony Iacovone has long been a leading visionary in the area of mobile marketing and advertising technology. He conceptualized the Augme Mobile strategy in the early days pre-smart phones, and later became co-founder and CEO of AdTheorent Inc. More recently, Anthony spun off Barometric, an advertising identity graph and audience insights company, recently acquired by the Claritas Corporation. "I am confident in the strategic vision that Mobiquity has," said Anthony. "Excited to be a part of this distinguished group of experts and leverage my experience leading programmatic media and machine learning companies."

Dr. Gene Salkind, M.D., a prominent neuro surgeon, professor, and tech investor, with experience guiding small and micro-cap companies to the next level, including up-listing to a national exchange. Previous investments include Intuitive Surgical, Pharmalytics (acquired by Abbvie for \$250 per share after growing from less than \$1/share), and Centocor, one of the nation's largest biotechnology companies, which was acquired by Johnson & Johnson for \$4.9 billion in stock. In addition to managing a University of Pennsylvania affiliated private practice, he is also Chief of Neurosurgery at Holy Redeemer Hospital and continues actively seeing patients.

Deep Katyal, is the CEO of Advangelists. Following the recent merger between Mobiquity Technologies and Advangelists, Deep joins the Mobiquity board to provide advanced product and engineering knowledge. An ad tech veteran who built the Advangelists platform, Deep maintains his role of advancing the integration of the Advangelists platform across the entire suite of Mobiquity Technologies capabilities and partnerships.

Item 7.01. Regulation FD Disclosure

On December 20, 2018, the Company issued a press release, a copy of which is appended hereto.

Item 9.01. Financial Statements and Exhibits.

(d) Exhibits

Exhibit No. Description

99.1 [Press Release, dated December 20, 2018](#)

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

Dated: December 20, 2018

MOBIQUITY TECHNOLOGIES, INC.

By: /s/ Dean L. Julia

Name: Dean L. Julia

Title: Chief Executive Officer

Mobiquity Technologies Enhances Strategic Oversight with Three New Board of Directors Members

Diverse Experience of New Board Members, Positions MOBQ for Growth in 2019

NEW YORK, Dec. 20, 2018 /PRNewswire/ -- Mobiquity Technologies, Inc. (OTCQB: MOBQ), a mobile first, next generation, Software-as-a-Service (SaaS) platform for data and advertising announces three new board members to drive the company's product roadmap, future acquisitions, and growth strategy for 2019 and beyond. All three members bring diverse advertising technology and industry knowledge to uniquely advance growth.

Anthony Iacovone has long been a leading visionary in the area of mobile marketing and advertising technology. He conceptualized the Augme Mobile strategy in the early days pre-smart phones, and later became co-founder and CEO of AdTheorent Inc. More recently, Anthony spun off Barometric, an advertising identity graph and audience insights company, recently acquired by the Claritas Corporation. "I am confident in the strategic vision that Mobiquity has," said Anthony. "Excited to be a part of this distinguished group of experts and leverage my experience leading programmatic media and machine learning companies."

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"I am excited to surround Mobiquity with such an esteemed and diverse group of industry experts and leaders," said Thomas M. Arnost, Chairman of Mobiquity Technologies. "Anthony and Deep each bring extensive experience in Advertising and Technology, and Gene brings an overall business acumen, including corporate governance. We welcome their expertise and perspectives as we continue to meet shareholder and customer needs."

About Mobiquity Technologies (www.mobiquitytechnologies.com)

Mobiquity Technologies, Inc. (OTCQB: MOBQ), is a mobile first, next generation, Software-as-a-Service (SaaS) platform for data and advertising. Through the Advangelists platform (www.advangelists.com), the company provides programmatic advertising technologies and precise mobile data insights on consumer behavior. We believe that advertising should be an amalgamation of great features, great usability and should have all the tools you need in one single platform.

SAFE HARBOR STATEMENT UNDER THE PRIVATE SECURITIES LITIGATION REFORM ACT OF 1995.

Certain statements in this press release constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the company to be materially different from any future results, performances or achievements express or implied by such forward-looking statements. The forward-looking statements are subject to risks and uncertainties including, without limitation, changes of competition, possible loss of customers, and the company's ability to attract and retain key personnel.

For more information email: press@mobiquitytechnologies.com

View original content to download multimedia: <http://www.prnewswire.com/news-releases/mobiquity-technologies-enhances-strategic-oversight-with-three-new-board-of-directors-members-300769297.html>

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