

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): February 7, 2023

Innovid Corp.
(Exact name of registrant as specified in its charter)

Delaware
(State or other jurisdiction
of incorporation or organization)

001-40048
(Commission
File Number)

87-3769599
(I.R.S. Employer
Identification No.)

30 Irving Place, 12th Floor
New York, NY 10003
(Address of principal executive offices) (Zip Code)
(212) 966-7555
(Registrant's telephone number, include area code)

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:

<u>Title of each class</u>	<u>Trading Symbol(s)</u>	<u>Name of each exchange on which registered</u>
Common stock, par value \$0.0001 per share	CTV	New York Stock Exchange
Warrants to purchase one share of common stock, each at an exercise price of \$11.50 per share	CTVWS	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.

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

On February 9, 2023, Innovid Corp. (the “Company”) announced the promotion of Ken Markus, age 48, to the position of Chief Operating Officer (“COO”), effective February 7, 2023. In this capacity, Mr. Markus will be responsible for managing cross-functional, company-wide operations and ensuring that all departments are aligned with the Company’s strategic goals and objectives. His primary focus will be strengthening the Company’s position as a leading converged TV platform.

Prior to the promotion, Mr. Markus served as the Company’s Chief Client Officer since January 2019. From October 2015 until January 2019, Mr. Markus served as the Company’s Senior Vice President of Global Operations and Client Services. Prior to joining the Company, Mr. Markus served as the Head of Scale Operations and Services for gTech Ads at Google and held positions at Condé Nast, SiriusXM Satellite Radio, and Time Inc.

Any change to Mr. Markus’ compensation resulting from his appointment as COO has not yet been determined.

There are no arrangements or understandings between Mr. Markus and any other person pursuant to which he is being appointed as COO of the Company. Further there are no relationships or transactions in which Mr. Markus has or will have an interest, or was or is a party, requiring disclosure under Item 404(a) of Regulation S-K.

Item 7.01 Regulation FD Disclosure.

The Company issued a press release announcing Mr. Markus’ appointment to COO. A copy of the press release announcing this appointment is included with this Form 8-K for convenience and attached hereto as Exhibit 99.1.

The information contained in this Item 7.01 and Exhibit 99.1 attached hereto 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, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act, regardless of any general incorporation language in such filing.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

Exhibit No	Description
99.1	Press Release dated February 9, 2023, by Innovid Corp.
104	Cover Page Interactive Data File (embedded within the Inline XBRL document)

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.

Date: February 9, 2023

INNOVID CORP.

By: /s/ Tanya Andreev-Kaspin
Name: Tanya Andreev-Kaspin
Title: Chief Financial Officer



Innovid Names Ken Markus Chief Operating Officer

*Google veteran to lead cross-functional, company-wide operations
building increased value for customers through best-in-class services*

New York, NY – February 9, 2023 – [Innovid](#) Corp. (NYSE:CTV), an independent advertising platform for delivery, personalization and measurement of converged TV across linear, Connected TV (CTV) and digital, today announced the promotion of Ken Markus to the newly created position of Chief Operating Officer (COO), effective February 7, 2023.

As COO, Markus will be responsible for managing cross-functional, company-wide operations and ensuring that all departments are aligned with the company's strategic goals and objectives. His primary focus will be strengthening Innovid's position as a leading converged TV platform. Teams reporting to Markus include client operations, creative services, technical services, measurement services, compliance and certifications, and global IT.

"Ken has been an integral part of Innovid's success during his 8 years at the company, and we are thrilled to have him take on this new role," said Zvika Netter, CEO of Innovid. "His deep understanding of the business, clients, industry, and people make him the perfect choice to lead our operations and help drive our mission forward. I look forward to Ken's continued contributions and collaboration across a broader set of employees, clients, and partners."

Markus previously served as Innovid's Chief Client Officer (CCO), where he was responsible for growing and scaling the company's global client services organization. In this role, he led Innovid's efforts to connect brands more deeply with their customers through personalized video experiences, while bolstering the company's current offering to traditional advertising agencies. Under Markus' leadership, Innovid saw significant growth and retention across Fortune 500 brands, leading agencies and all client verticals. Prior to his role as CCO, Markus was Senior Vice President of Global Operations and Client Services at Innovid, served as Head of Scale Operations and Services for gTech Ads at Google, and also held positions at Condé Nast, SiriusXM Satellite Radio, and Time Inc.

"Innovid is at such an exciting moment in its growth in the converged TV marketplace and I am honored to take on this new role as COO as we continue to strengthen our operations as the industry leader in CTV," said Ken Markus, COO of Innovid. "I look forward to working closely with our teams to create, deliver and measure video experiences across all devices and media, and help brands connect more deeply with their customers."

Markus will lead operational alignment and will partner with David Helmreich, Innovid's recently announced Chief Commercial Officer, who leads commercial alignment across Innovid's revenue-related functions, including sales, marketing, and client support worldwide. Together, they drive the company's mission to deliver an independent advertising platform for delivery, personalization and measurement of converged TV.

For more information about Innovid, visit <https://www.innovid.com/>.

About Innovid

Innovid (NYSE:CTV) powers advertising delivery, personalization, and measurement across linear, connected TV (CTV) and digital for the world's largest brands. Through a global infrastructure that enables cross-platform ad serving, data-driven creative, and measurement, Innovid offers its clients always-on intelligence to optimize advertising investment across channels, platforms, screens, and devices. Innovid is an independent platform that leads the market in converged TV innovation, through proprietary technology and exclusive partnerships designed to reimagine TV advertising. Headquartered in New York City, Innovid serves a global client base through offices across the Americas, Europe, and Asia Pacific. To learn more, visit [Innovid.com](https://www.innovid.com/) or follow us on [LinkedIn](#) or [Twitter](#).