

**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): December 19, 2022**

**FORRESTER RESEARCH, INC.**  
(Exact name of Registrant as specified in its charter)

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

**000-21433**  
(Commission  
File Number)

**04-2797789**  
(IRS Employer  
Identification No.)

**60 Acorn Park Drive, Cambridge, Massachusetts 02140**  
(Address of principal executive offices, including zip code)

**(617) 613-6000**  
(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:

- 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
Common Stock, \$.01 Par Value	FORR	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.

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**Item 8.01. Other Events.**

Forrester Research, Inc. issued a press release announcing the appointment of Nate Swan as its chief sales officer effective January 3, 2023.

**Item 9.01. Financial Statements and Exhibits**

(d) Exhibits

99.1 [Press release dated December 19, 2022 announcing the appointment of Nate Swan as chief sales officer of the Company.](#)

104 Cover Page Interactive Data File (embedded within the Inline XBRL document).

**SIGNATURE**

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 thereunto duly authorized.

FORRESTER RESEARCH, INC.

By: /s/ Ryan D. Darrah

Name: Ryan D. Darrah

Title: Chief Legal Officer

Date: December 19, 2022

## Forrester Appoints Nate Swan As Chief Sales Officer

**CAMBRIDGE, Mass., December 19, 2022** — [Forrester](#) (Nasdaq: FORR) today announced the appointment of Nate Swan as chief sales officer, effective January 3, 2023. A veteran technology sales leader, Swan has expertise in building and scaling organizations to drive revenue growth. At Forrester, he will use his expertise in leading global high-growth organizations to scale the business, drive sustained double-digit contract value growth, and build a high-performing sales organization.

“Nate has more than 20 years of sales experience in the research industry and is the ideal candidate to lead Forrester into its next era of growth,” said George F. Colony, Forrester’s chairman and chief executive officer. “He is especially adept at driving contract value growth using a data-driven, repeatable selling motion that can scale. Nate has seen the impact research can have on large companies — he will lead the sales team to bring Forrester’s research to an ever-widening base of clients. I am delighted to welcome him to our executive team.”

Swan spent more than two decades at Gartner and led the company’s inside sales team and major accounts. While at Gartner, he held several sales leadership positions, including managing sales teams, building leadership development and coaching programs for sales leaders, and directing sales enablement.

“This is an exciting time to join Forrester, as the company is at a critical inflection point,” said Swan. “Over the past two years, Forrester has undergone a massive transformation with the delivery of its new, outcome-focused Forrester Decisions research portfolio. As chief sales officer, I will be laser-focused on building and scaling the sales team to deliver the value of Forrester Decisions to both existing and new clients as well as drive value for shareholders.”

### About Forrester

Forrester (Nasdaq: FORR) is one of the most influential research and advisory firms in the world. We help leaders across technology, marketing, customer experience, product, and sales functions use customer obsession to accelerate growth. Through Forrester’s proprietary research, consulting, and events, leaders from around the globe are empowered to be bold at work — to navigate change and put their customers at the center of their leadership, strategy, and operations. Our unique insights are grounded in annual surveys of more than 700,000 consumers, business leaders, and technology leaders worldwide; rigorous and objective research methodologies, including Forrester Wave™ evaluations; 70 million real-time feedback votes; and the shared wisdom of our clients. To learn more, visit [Forrester.com](#).

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements include, but are not limited to, statements about the anticipated start date of Forrester’s new chief sales officer, the attainment of double-digit contract value growth, building and scaling a high-performing sales organization, and Forrester’s future financial performance and financial condition. These statements are based on Forrester’s current plans and expectations and involve risks and uncertainties that could cause actual future activities and results of operations to be materially different from those set forth in the forward-looking statements. Important factors that could cause actual future activities and results to differ include, among others, Forrester’s ability to retain and enrich memberships for its research products and services; Forrester’s ability to fulfill existing or generate new consulting engagements and advisory services; technology spending; the risks and challenges inherent in international business activities; the impact of health epidemics, including COVID-19, on Forrester’s business; Forrester’s ability to offer new products and services; Forrester’s dependence on key personnel; Forrester’s ability to attract and retain professional staff; Forrester’s ability to respond to business and economic conditions and market trends; the impact of Forrester’s outstanding debt obligations; competition and industry consolidation; possible variations in Forrester’s quarterly operating results; concentration of ownership of Forrester; the possibility of network disruptions and security breaches; any failure to enforce and protect Forrester’s intellectual property rights; compliance with privacy laws; taxation risks; any weakness in Forrester’s system of internal controls; and the amount and timing of the repurchase of Forrester stock. Forrester undertakes no obligation to update publicly any forward-looking statements, whether as a result of new information, future events, or otherwise. For further information, please refer to Forrester’s reports and filings with the Securities and Exchange Commission.