

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): July 19, 2024

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
(I.R.S. Employer
Identification Number)

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)

N/A
(Former Name or Former Address, if Changes 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 13-4(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 (17 CFR §230.405) or Rule 12b-2 of the Securities Exchange Act of 1934 (17 CFR §240.12b-2).

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 July 19, 2024, the Board of Directors of Forrester Research, Inc. (the “Company”) elected Robert Bennett to the Company’s Board of Directors, effective July 22, 2024. The Company has not yet determined the committee(s) on which Mr. Bennett will serve. On July 22, 2024, the Company issued a press release announcing the election of Mr. Bennett to the Company’s Board of Directors. The full text of the press release issued in connection with this announcement is attached as Exhibit 99.1 and incorporated by reference herein.

Item 9.01. Financial Statements and Exhibits

(d) Exhibits

99.1 [Press Release dated July 22, 2024 issued by Forrester Research, Inc.](#)

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.

FORRESTER RESEARCH, INC.

By /s/ Ryan D. Darrah

Name: Ryan D. Darrah

Title: Chief Legal Officer

Date: July 22, 2024

Forrester Appoints Seasoned Entrepreneur And Technology Veteran Bob Bennett To Its Board

Bennett to utilize his expertise in leading successful public companies to drive contract value growth at Forrester

CAMBRIDGE, Mass., July 22, 2024 — Forrester (Nasdaq: FORR) today announced the appointment of Bob Bennett, a serial entrepreneur with extensive experience in leading profitable high-growth technology companies, to its board, effective immediately. Bob joins the board following the appointment of Cory Munchbach, a marketing strategy and technology expert. These additions bring Forrester’s board of directors to nine members, with incumbent member Gretchen Teichgraeber retiring in May.

Bob co-founded InvoiceCloud, a leading web-based provider of electronic bill presentment and payment solutions, where he and his team drove aggressive organic growth and added smart private equity partners to support M&A. His efforts led to the creation of a parent company, EngageSmart, and the completion of an IPO in 2021. With decades of experience crafting go-to-market strategies for high-growth tech companies, Bob has a proven track record of building repeatable processes that drive sustainable growth and profitability. Having retired from his role as CEO of EngageSmart in April 2024, he currently serves as an independent board member of InvoiceCloud and SimplePractice, the two principal businesses that comprised EngageSmart.

Since his retirement, Bob has become involved with several organizations and programs in Boston, including EforAll, The Boston Foundation, and Northeastern University, to help bridge the wealth gap in disadvantaged communities through entrepreneurship. He is an active squash player, boater, sports enthusiast, and family man.

“Bob’s entrepreneurial spirit combined with his hands-on experience in building and scaling profitable public companies will be invaluable to Forrester in driving sustained contract value growth,” said George F. Colony, Forrester’s chairman and chief executive officer. “His strong operational experience as a former CEO, expertise in sales management, and ability to build strategic flywheels that create repeatable processes will be impactful to Forrester as we continue to focus on increasing the contract value of Forrester Decisions. I am incredibly excited to welcome Bob to Forrester’s board and look forward to working with him to maximize value for our customers and shareholders. I’d also like to thank Gretchen for her 20 years of service to the board and for her guidance in helping Forrester transform into a subscription-based business.”

“I’ve long admired how Forrester excels at helping its clients deliver tangible top-line growth,” said Bob Bennett. “Having spent decades as a product, sales, marketing, and go-to-market executive, I am looking forward to joining Forrester’s board and working alongside its excellent leadership team to continue to help the firm utilize both its Forrester Decisions platform and genAI prowess to fuel revenue growth.”

About Forrester

Forrester (Nasdaq: FORR) is one of the most influential research and advisory firms in the world. We help leaders across technology, customer experience, digital, marketing, sales, and product 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; more than 100 million real-time feedback votes; and the shared wisdom of our clients. To learn more, visit [Forrester.com](https://forrester.com).