

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): May 31, 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 May 31, 2024, the Board of Directors of Forrester Research, Inc. (the “Company”) elected Cory Munchbach to the Company’s Board of Directors, effective June 1, 2024. The Company has not yet determined the committee(s) on which Ms. Munchbach will serve. On June 3, 2024, the Company issued a press release announcing the election of Ms. Munchbach 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 June 3, 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: June 3, 2024

Forrester Appoints Technology Marketing Expert Cory Munchbach To Its Board

CAMBRIDGE, Mass., June 3, 2024 — Forrester (Nasdaq: FORR) today announced the appointment of BlueConic CEO Cory Munchbach to its board, effective June 1, 2024. At BlueConic, a leading customer data platform, Cory works with Fortune 500 companies to help them navigate the ongoing challenges of the post-cookie, privacy-first era.

A recognized thought leader, Cory is known for her ability to decipher the complexities of customer engagement in the digital age. Before joining BlueConic, she was an analyst at Forrester, where she covered business and consumer technology trends and the fast-moving marketing tech landscape. A sought-after speaker and industry voice, Cory's work has been featured in *Ad Age*, *AdExchanger*, *Adweek*, *The Drum*, *Financial Times*, *Forbes*, *Raconteur*, *VentureBeat*, and *Wired*. Her leadership philosophy emphasizes the importance of an exceptional customer experience alongside a world-class platform to transform how people and businesses interact, using relevant data to create resonant experiences.

A lifelong Bostonian, Cory has a bachelor's degree in political science from Boston College and volunteers at philanthropic initiatives in the Greater Boston community.

"Cory has spent her career at the intersection of marketing strategy and technology," said George F. Colony, Forrester's chairman and chief executive officer. "As a former analyst at Forrester, she guided chief marketing officers as they transformed their companies to be more digital and social in response to their customers' needs. She was a proponent of building scientific marketing approaches focused on acquiring net new customers and retaining existing ones. Given Forrester's expertise in serving B2B marketing, sales, and product leaders, Cory's background will be an important asset on the board. In addition, her operational experience as a chief executive officer will help Forrester continue to bolster its Forrester Decisions portfolio and accelerate its go-to-market strategy. I am excited to welcome Cory to our board and confident that she will provide valuable perspective to help Forrester drive contract value growth."

"Joining Forrester's board is both an incredible privilege and an opportunity to contribute to a company whose insights have shaped the technology landscape," said Cory. "I am thrilled to bring my experience in the world of customer data, customer experience, and all things marketing technology to bear as Forrester continues leading the way in the customer-obsessed insights and solutions that companies need to be bold at work."

With the appointment of Cory, the Forrester board includes eight directors, seven of whom are independent.

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).