

8x8, a Leading Business Communications Software-as-a-Service Provider, Welcomes Victor Belfor as Global Vice President of Business Development and Strategic Partnerships

San Francisco, CA — September 9, 2019 Renovata & Company is pleased to announce the placement of Victor Belfor as global vice president of business development and strategic partnerships for 8x8, a leading software-as-a-service (SaaS) provider of voice, video, chat, contact center and enterprise-class application programming interface (API) solutions. Belfor brings to his new role nearly 20 years of strategic experience partnering with the world's best technology companies and helping to generate shareholder value.

Headquartered in San Jose, Calif., 8x8 connects individuals and teams around the world so they can work faster and smarter. 8x8 solutions include embedded real-time business analytics and intelligence providing business-critical insights across interactions and channels.

8x8 has nearly 1,400 employees around the world, with offices in the United States, United Kingdom, Romania and Australia. On track to be over \$400M revenue and at 19% YOY growth, 8x8 is on a superb trajectory with 28 consecutive quarters of profitable growth. Nearly 50,000 enterprise, middle market, and small to medium-sized businesses worldwide use 8x8, and the company is planning to further accelerate its global customer acquisition across all three market segments.

"Victor is an important addition to the leadership team at 8x8, which is made up of smart, pragmatic and decisive executives who have joined the company in the past couple of years," says Joanna Chang, Renovata & Company partner. "With his extensive strategic partnership and mentoring experience, he brings critical ideas and perspectives to this rapidly growing, fast-moving, highly profitable business."

Belfor describes his experience and passion: "For nearly 20 years, I've been laser focused on extracting value out of synergies between the world's top technology companies and ecosystems."

Before joining 8x8, Belfor was the senior vice president of channel sales and business development for Conversica, a cloud software company offering a suite of intelligent virtual assistants for customer service business functions. Before that he was vice president of partnerships and distribution strategy for OpenSesame, which provides a library of enterprise eLearning courses. Belfor has held business development leadership roles at Centrifly, a company offering unified identify services; and RingCentral, which sells a pioneering cloud business phone system. He's also a contributing writer for *Forbes*.

About Renovata & Company

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