

**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): May 18, 2020

THE TRADE DESK, INC.

(Exact name of registrant as specified in its charter)

Delaware
(State or other jurisdiction
of incorporation)

001-37879
(Commission
File Number)

27-1887399
(I.R.S. Employer
Identification No.)

42 N. Chestnut Street
Ventura, California 93001
(Address of principal executive offices) (Zip Code)

(805) 585-3434
(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 (see General Instruction A.2. below):

- 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</u>	<u>Name of each exchange on which registered</u>
Class A Common Stock, par value \$0.000001 per share	TTD	The Nasdaq Stock Market LLC

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 18, 2020, The Trade Desk, Inc. (the “Company”) announced that Vivian Yang, the Company’s Chief Legal Officer, intends to step down from her current position after assisting the Company in the selection of her successor. The Company has commenced a search, and Ms. Yang intends to remain in her position until a successor is appointed.

A copy of the press release announcing Ms. Yang’s transition from Chief Legal Officer is attached hereto as Exhibit 99.1.

Item 9.01 Financial Statements and Exhibits.

(d) The following exhibit is being filed herewith:

Exhibit No.	Description
<u>99.1</u>	<u>Press release of The Trade Desk, Inc., dated May 18, 2020.</u>

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.

THE TRADE DESK, INC.

Date: May 18, 2020

By: /s/ Blake J. Grayson
Blake J. Grayson
Chief Financial Officer
(Principal Financial and Accounting Officer)

Vivian Yang to Step Down as Chief Legal Officer of The Trade Desk

LOS ANGELES--(BUSINESS WIRE)--May 18, 2020--Global advertising technology leader, The Trade Desk (NASDAQ:TTD), today announced that Vivian Yang plans to step down as its Chief Legal Officer. Ms. Yang has served as The Trade Desk's first Chief Legal Officer since 2016. In that time, she has built The Trade Desk's legal function and led the legal and regulatory aspects of The Trade Desk's evolution as a public company, including its highly successful Initial Public Offering. Ms. Yang intends to stay until her successor takes the role to ensure a smooth transition.

"Vivian has been a great partner and has exemplified what it means to be a great legal counsel. Not only has Vivian helped steer us through a growing set of legal and regulatory requirements as a new public company, but she has always offered thoughtful counsel on a wide range of business topics beyond the traditional general counsel remit," said Jeff Green, The Trade Desk Co-Founder and Chief Executive Officer. "And just as important, from a standing start she has built an outstanding global legal team that stands us in great stead for the future. I wish Vivian continued success in all her future endeavors."

"I'd like to thank Jeff and the Board for a once-in-a-lifetime opportunity to advise the company through significant growth and change," said Ms. Yang. "While I plan to take a moment and recharge for the first time in my career, I look forward to the next stage of my professional life in the near future. I know The Trade Desk will continue to go from strength to strength and I'll be cheering the company on at every step."

About The Trade Desk

The Trade Desk™ is a technology company that empowers buyers of advertising. Through its self-service, cloud-based platform, ad buyers can create, manage, and optimize digital advertising campaigns across ad formats and devices. Integrations with major data, inventory, and publisher partners ensure maximum reach and decisioning capabilities, and enterprise APIs enable custom development on top of the platform. Headquartered in Ventura, CA, The Trade Desk has offices across North America, Europe, and Asia Pacific. To learn more, visit thetradedesk.com or follow us on Facebook, Twitter, LinkedIn, and YouTube.

Contacts

Chris Toth
Vice President, Investor Relations, The Trade Desk
310-334-9183
ir@thetradedesk.com

Ian Colley
Vice President, Communications, The Trade Desk
914-434-3043
ian.colley@thetradedesk.com