

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): March 26, 2021



**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, CA 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:

- 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	Name of each exchange on which registered
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 March 26, 2021, The Trade Desk, Inc. (the “Company”) announced that Susan Vobejda, the Company’s Chief Marketing Officer, intends to step down from her current position after assisting the Company in the selection of her successor. Upon her departure from the Company, it is intended that Ms. Vobejda receive the benefits provided for an employment termination without cause as set forth in her previously filed Employment Agreement dated November 1, 2017. The Company has commenced a search, and Ms. Vobejda intends to remain in her position until June 2021.

A copy of the press release announcing Ms. Vobejda transition from Chief Marketing Officer is attached hereto as Exhibit 99.1.

**Item 9.01 Financial Statements and Exhibits.**

(d) The following exhibits are being filed herewith:

<u>Exhibit No.</u>	<u>Description</u>
99.1	<a href="#">Press release of The Trade Desk, Inc., dated March 26, 2021.</a>
104	Cover Page Interactive Data File (formatted as Inline XBRL).

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## 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: March 30, 2021

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

## Susan Vobejda to Step Down as Chief Marketing Officer of The Trade Desk in June

LOS ANGELES -- March 26, 2021 -- Global advertising technology leader The Trade Desk (NASDAQ:TTD) today announced that Susan Vobejda plans to step down as its Chief Marketing Officer. Ms. Vobejda has served in this role since 2017. In that time, she has built the company's marketing function and expanded it globally across all marketing disciplines. She has overseen the company's award-winning *Media for Humankind* brand campaign as well as numerous marketing programs to position key initiatives such as CTV and Unified ID 2.0.

Ian Colley, the company's Vice President of Communications and Editor-in-Chief, will serve as interim Chief Marketing Officer as the company undertakes a search for its new marketing leader.

"Susan has been a great partner during a time of tremendous growth for The Trade Desk, bringing essential marketing expertise that has been a major driver of our success in key areas," said Jeff Green, The Trade Desk Co-Founder and Chief Executive Officer. "And just as important, she has built an incredible global marketing team that stands us in great stead for the future. We look forward to building on our marketing momentum moving forward. I wish Susan continued success in all her future endeavors."

"I'd like to thank Jeff and the Board for what has been an amazing opportunity to build a global marketing capability from the ground up and contribute to the success of a company that is redefining marketing," said Ms. Vobejda. "Not only am I proud of the award-winning marketing work that we've done, but also of the team of marketing experts that we have assembled at The Trade Desk who will ensure that the company remains at the cutting edge of modern marketing."

### 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](https://thetradedesk.com) or follow us on [Facebook](#), [Twitter](#), [LinkedIn](#), and [YouTube](#).

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