

**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): July 6, 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 July 9, 2020, The Trade Desk, Inc. (the “Company”) announced that Brian J. Stempeck intends to step down from his position as Chief Strategy Officer of the Company, effective September 1, 2020. Mr. Stempeck will remain as an advisor to the Company to assist with the transition until January 31, 2021.

A copy of the press release announcing Mr. Stempeck’s transition from Chief Strategy 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 July 9, 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: July 9, 2020

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

Brian Stempeck to Step Down as Chief Strategy Officer of The Trade Desk on September 1, 2020

LOS ANGELES--(BUSINESS WIRE)--July 9, 2020--Global advertising technology leader, The Trade Desk, today announced that Brian Stempeck will step down as Chief Strategy Officer on September 1, 2020 and continue in an advisory role through January 31, 2021.

As employee #8, Mr. Stempeck has been with The Trade Desk for more than ten years, and has held leadership roles in business development, strategy, sales, client services and marketing. He founded and managed The Trade Desk's New York office, which has grown rapidly to become the company's largest, before moving to Los Angeles in 2018. He joined the Board of Directors in January 2019.

"Brian has been a key business partner and friend as we have grown from a dozen employees to more than 1,500, and as we have progressed from start-up to one of the most successful technology IPOs of the last decade," said Jeff Green, Co-Founder and CEO, The Trade Desk. "This growth and success would not have been possible without the insight, experience and dogged enthusiasm that Brian brings to this company every day. Indeed, I believe Brian's ability to help marketers understand the power of data-driven advertising has not only helped us grow but has been key in the development of our entire industry. I look forward to his ongoing counsel in the years ahead."

"It's been an honor to work with Jeff and our team to take The Trade Desk from a startup to more than \$3 billion in media spend last year. This company is redefining advertising, and I want to thank the customers, partners and employees who bet on us every step of the way," said Mr. Stempeck. "After 10 years, I'm looking forward to focusing more on advising early stage companies as well as philanthropic endeavors. I will continue to be The Trade Desk's biggest supporter, and I'm excited to work with this amazing team as an advisor going forward."

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, and LinkedIn.

Contacts

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