

**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 26, 2023**

**Mobivity Holdings Corp.**  
(Exact name of registrant as specified in its charter)

**Nevada  
(State or other jurisdiction  
of incorporation)**

**000-53851  
(Commission  
File Number)**

**26-3439095  
(IRS Employer  
Identification No.)**

**3133 West Frye Road, #215  
Chandler, Arizona 85226  
(Address of principal executive offices)**

**(877) 282-7660  
(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(s)	Name of each exchange on which registered
None	None	None

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

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 26, 2023, Dennis Becker and the Board of Directors (the "Board") of Mobivity Holdings Corp. (the "Company") have mutually agreed that Mr. Becker will resign from his position as the Company's Chief Executive Officer and Chairman of the Board, effective as of September 1, 2023. Mr. Becker will continue to serve as a Director on the Board of the Company. Mr. Becker and the Company anticipate that Mr. Becker will also continue his service to the Company as a non-executive senior advisor on terms and conditions to be agreed upon at a later date.

The Board has commenced a search process to identify the Company's next Chief Executive Officer. The search will include both internal and external candidates. Thomas Akin, a Director of the Company, will assume the position of Chairman of the Board before the next meeting of the Board.

**SIGNATURE**

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.

Date: July 26, 2023

**Mobivity Holdings Corp.**

By: /s/ William T. Sanchez  
William T. Sanchez  
Chief Financial Officer

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