

**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): January 29, 2024

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 January 29, 2024, Will Sanchez and the Board of Directors (the "Board") of Mobivity Holdings Corp. (the "Company") have mutually agreed that Mr. Sanchez will end his employment as Chief Financial Officer of the Company.

The Board of Directors of the Company has commenced a search process to identify the Company's next Chief Financial Officer. The search will include both internal and external candidates.

On January 29, 2024, Mobivity Holdings Corp. (the "Company") announced that Skye Fossey-Tomaske was appointed to serve as the Interim Chief Financial Officer of the Company, effective as of January 29, 2024. Ms. Fossey-Tomaske, age 45, has served as the Company's Corporate Controller since May 21, 2021. Prior to joining the Company, Ms. Fossey-Tomaske served as an Accounting Manager overseeing the accounting department for all of the restaurant holdings for Hannay Realty Advisors from October 2019 until April of 2021. Ms. Fossey-Tomaske served as an Accounting Manager for Community Medical Services from November 2018 to October 2019. During her time with Community Medical Services she setup a new accounting department to handle all of the new acquisitions in the eastern United States implemented a universal accounting system for all new subsidiaries and refined all processes and procedures and trained the new accounting team before moving on to her next project. From January of 2010 until September of 2019 Ms. Fossey-Tomaske served as the Controller for Young Auto & Truck, LLC before deciding to move to Arizona. The Company did not enter into any new compensatory arrangements with Ms. Fossey-Tomaske in connection with her appointment.

There are no family relationships between Ms. Fossey-Tomaske and any other executive officer or director of the Company that require disclosure under Item 401(d) of Regulation S-K. There are no transactions between Ms. Fossey-Tomaske or any member of her immediate family and the Company that require disclosure under Item 404(a) of Regulation S-K.

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: January 31, 2024

Mobivity Holdings Corp.

By: */s/ Thomas B. Akin*

Thomas B. Akin
Chairman of the Board of Directors
