

# CARE.COM INC

## FORM 8-K (Current report filing)

Filed 08/06/14 for the Period Ending 08/06/14

Address    201 JONES ROAD  
              SUITE 500  
              Waltham, MA 02451  
Telephone    781 642 5900  
              CIK      0001412270  
Symbol      CRCM  
SIC Code     7200 - Services-Personal Services  
Fiscal Year   12/31

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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

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**FORM 8-K**

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**CURRENT REPORT**  
**Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934**  
Date of report (Date of earliest event reported): **August 6, 2014**

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**Care.com, Inc.**

(Exact name of registrant as specified in its charter)

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**Delaware**

(State or other jurisdiction of incorporation or organization)

**001-36269**

(Commission File Number)

**20-5785879**

(I.R.S. Employer Identification No.)

**201 Jones Road, Suite 500**

**Waltham, MA 02451**

(Address of principal executive offices) (Zip Code)

**(781) 642-5900**

(Registrant's telephone number, include area code)

**N/A**

(Former Name or Former Address, if Changed Since Last Report)

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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))
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**Item 5.02. Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.**

On August 6, 2014, the Board of Directors (the “Board”) of Care.com, Inc. (the “Company”) elected Laura Lang to the Board. Ms. Lang has been designated as a Class III director and will serve until the Company’s 2016 Annual Meeting of Stockholders, or until her successor has been duly elected and qualified. Ms. Lang has not been, and as of the date of filing of this Current Report on Form 8-K is not expected to be, elected to any committees of the Board.

Ms. Lang was recommended for election to the Board by the Company’s Nominating and Corporate Governance Committee, in accordance with the provisions of its charter.

There are currently no arrangements or understandings between Ms. Lang and any other person pursuant to which Ms. Lang was elected as a director. There are currently no transactions in which Ms. Lang has an interest requiring disclosure under Item 404(a) of Regulation S-K.

In connection with her election to the Board, Ms. Lang will receive a cash payment in the amount of \$30,000 for her service on the Board through the end of the Company’s 2014 fiscal year, such amount to be pro-rated from the date of her election as a director until the end of the Company’s 2014 fiscal year. Ms. Lang also has been granted a stock option award under the Company’s 2014 Incentive Award Plan having a fair market value of \$100,000, measured as of the date of grant.

On August 6, 2014, the Company issued a press release announcing Ms. Lang’s election to the Board, a copy of which is filed as Exhibit 99.1 to this Current Report on Form 8-K.

**Item 9.01 Financial Statements and Exhibits.**

(d) Exhibits:

- 99.1 Press Release issued by the Company on August 6, 2014.
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**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: August 6, 2014

By: /s/ John Leahy

John Leahy

*Executive Vice President and Chief Financial Officer*

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.

## **Exhibit Index**

<b>Exhibit Number</b>	<b>Exhibit Title or Description</b>
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99.1	Press release issued by the Company on August 6, 2014
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## CARE.COM APPOINTS LAURA LANG TO BOARD OF DIRECTORS

**Waltham, MA, August 6, 2014** - Care.com (NYSE: CRCM), the world's largest online destination for finding and managing family care, today announced that Laura Lang has been appointed to the Company's Board of Directors.

In making the announcement, Sheila Lirio Marcelo, Founder, Chairman and CEO of Care.com, said, "We are delighted to add a seasoned talent like Laura to our Board. Her impressive track record of bringing strategic guidance to established digital companies will prove instrumental as we expand our platforms for consumer matching, social commerce and online community."

Ms. Lang said, "I am honored to be a part of Care.com's mission to provide a multifaceted platform to help families find care everyday, regardless of need."

Ms. Lang has been a Managing Director of Narragansett Ventures since January 2014. Previously, she was Chief Executive Officer of Time Inc., a division of Time Warner. Before joining Time Inc., Ms. Lang served as worldwide CEO of Digitas, the largest digital agency in the world with over 32 offices across 19 countries. In addition, she headed parent company Publicis Groupe's pure-play digital agencies, including Denuo, Big Fuel, Razorfish and Phonevalley.

During her tenure as global CEO, Digitas achieved the two best years of new business growth in its history, expanded its global footprint in Asia, South America and Europe, became one of the leading buyers of digital media worldwide and was recognized on *Advertising Age*'s A-List and as Agency of the Year by *Adweek*. Ms. Lang was also instrumental in the creation of the "New Front," a digital content showcase for advertisers similar to television UpFronts.

With more than 20 years in the marketing industry, Ms. Lang has garnered experience in brand management, corporate strategy and strategic consulting. Prior to joining Digitas in 1999, she served as president of the Marketing Corporation of America, and led the consulting practice at Yankelovich Clancy Shulman. Ms. Lang also worked in strategic planning for Pfizer Pharmaceuticals, as well as product management at Bristol Myers and the Quaker Oats Company.

Ms. Lang serves on the Board of Directors of VF Corporation and the Breast Cancer Research Foundation (BCRF). In 2012 she was named one of the 100 most powerful women in the world by *Forbes Magazine*.

A summa cum laude graduate of Tufts University, Ms. Lang holds an M.B.A. from the University of Pennsylvania Wharton School of Business.

### About Care.com, Inc.

Care.com (NYSE: CRCM) is the world's largest online destination for finding and managing family care. As of June 2014, the Company had 11.8 million members spanning 16 countries, including the United States, the United Kingdom, Canada and parts of Western Europe. Care.com's web and mobile platforms enable families to connect to care providers and caregiving services in a reliable and easy way, while also helping care providers find meaningful work. Through its consumer matching platform, tools and resources, Care.com allows families to make more informed hiring decisions. The Company also enables families to pay caregivers electronically online or via mobile device and also subscribe to Care.com HomePay to manage their household payroll and tax matters. As a further extension of its marketplace for families, Care.com also sells curated products for children, through Citrus Lane, the leading social commerce platform designed for moms. The Company also enables families to connect with one another locally through forums via BigTent, an online community platform with more than 1 million registered

members nationwide and over 1,700 parenting groups. In addition, Care.com serves hundreds of thousands of families whose employers provide access to Care.com's consumer matching platform, as well as backup dependent care, as a corporate benefit through the company's Workplace Solutions unit. Headquartered in Waltham, Massachusetts, Care.com has offices in Berlin, Austin, New York City and San Francisco.

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**Contact:**

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