

**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): February 24, 2021

PFSweb, Inc.

(Exact name of registrant as specified in its charter)

Delaware
(STATE OR OTHER JURISDICTION
OF INCORPORATION)

000-28275
(COMMISSION FILE NUMBER)

75-2837058
(IRS EMPLOYER
IDENTIFICATION NO.)

505 MILLENNIUM DRIVE
ALLEN, TX 75013
(ADDRESS OF PRINCIPAL EXECUTIVE OFFICES)

(972) 881-2900
(REGISTRANT'S TELEPHONE NUMBER, INCLUDING AREA CODE)

N/A
(FORMER NAME OR 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 communication 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
Common stock, \$0.001 par value	PFSW	NASDAQ Capital Market

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.

INFORMATION TO BE INCLUDED IN THE REPORT

ITEM 8.01

On February 24, 2021, PFSweb, Inc. (the “Company”) announced the promotions of Zach Thomann and Jim Butler to President of the Company’s PFS and LiveArea business units, respectively. Zach Thomann, President of PFS, previously served as PFS General Manager, and he will continue to serve as an Executive Vice President of the Company. Jim Butler, President of LiveArea, previously served as LiveArea General Manager, and will continue to serve as an Executive Vice President of the Company.

ITEM 9.01. Financial Statements and Exhibits.

(d) *Exhibits.*

Exhibit No.	Description
99.1	Press Release Issued February 24, 2021
104	Cover Page Interactive Data file, formatted in Inline XBRL

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.

PFSweb, Inc.

Dated: March 1, 2021

By: /s/ Thomas J. Madden
Thomas J. Madden
Executive Vice President,
Chief Financial Officer

PFSweb Promotes Zach Thomann to PFS President and Jim Butler to LiveArea President

ALLEN, Texas – February 24, 2021 – PFSweb, Inc. (NASDAQ: PFSW), a global commerce services company, announced the promotions of Zach Thomann and Jim Butler to President of PFS and LiveArea business units respectively.

Zach Thomann, President of PFS, previously served as PFS General Manager, and he continues to serve as a PFSweb Executive Vice President. Zach is responsible for the global management and strategy of the PFS business unit's activities, including fulfillment and distribution operations, order management technology, client financial services, PFS omnichannel product development and contact center operations. Zach's leadership during PFS' record sales year in 2019 and record order fulfillment volumes in 2020 proved pivotal to the company's recent success as the retail market turned to eCommerce as its lifeboat. He joined the company in 2003 and has held various leadership roles in business management, client implementations, and operations prior to his promotion to Executive Vice President in 2019.

Jim Butler, President of LiveArea, previously served as LiveArea General Manager, and he continues to serve as a PFSweb Executive Vice President. Jim is responsible for the strategic direction and management of all LiveArea business unit activities, including NXT Intelligence™, product innovation, connected commerce, service design, performance marketing and orchestrated services. Jim joined the organization in 2019 and quickly set a new course for LiveArea by rebuilding the leadership team, generating a record sales pipeline, and leading LiveArea's product innovation efforts, which led to record growth. He has more than 20 years of experience in technology and digital consulting, and previously served in senior leadership roles at Intersection, Isobar, Razorfish and Roundarch.

PFSweb CEO Mike Willoughby commented, "I am fortunate to have the two best business partners in the industry working with me to grow our company and leverage the eCommerce tailwinds coming out of 2020. Zach and Jim bring eCommerce expertise to our senior executive team, along with strong and steady leadership of their respective business units. I am very proud of our entire staff's accomplishments during a challenging year. I am confident these leaders will help PFSweb ensure we are prepared to make the most of the opportunities before us."

Both Zach and Jim will continue to report to CEO Mike Willoughby.

About PFSweb, Inc.

PFSweb (NASDAQ: PFSW) is a global commerce services company that manages the online customer shopping experience on behalf of major branded manufacturers and retailers. Across two business units – **LiveArea** for data-driven marketing and omnichannel experience design through technology selection, platform implementation and orchestrated services, and **PFS** for order fulfillment, contact center, payment processing/fraud management, and order management services – they provide solutions to a broad range of Fortune 500® companies and

household brand names such as Procter & Gamble, L'Oréal USA, ASICS, Pandora, Ralph Lauren, Shiseido Americas, the United States Mint, and many more. PFSweb enables these brands to provide a more convenient and brand-centric online shopping experience through both traditional and online business channels. The company is headquartered in Allen, TX with additional locations around the globe. For more information, visit www.pfsweb.com.

Investor Relations:

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