

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): June 10, 2026

Sprout Social, Inc.

(Exact Name of Registrant as Specified in its Charter)

Delaware
(State or Other Jurisdiction
of Incorporation)

001-39156
(Commission
File Number)

27-2404165
(IRS Employer
Identification No.)

131 South Dearborn St., Suite 700
Chicago, Illinois
(Address of Principal Executive Offices)

60603
(Zip Code)

(866) 878-3231
(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
Class A Common Stock, \$0.0001 par value per share	SPT	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 (§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 7.01. Regulation FD Disclosure.

On June 10, 2026, Sprout Social, Inc. (the “Company”) announced a transition in the role of Chief Technology Officer. Aaron Rankin, a founder of the Company, former Chief Technology Officer and current member of the Company’s Board of Directors, will assume the role of Chief Technology Officer, effective August 3, 2026 (the “Effective Date”). Mr. Rankin will remain a member of the Board of Directors.

Alan Boyce, the Company’s current Chief Technology Officer, resigned from his role, effective as of the Effective Date. Mr. Boyce will continue to serve as Chief Technology Officer until the Effective Date and will partner with Mr. Rankin to support a smooth transition. Mr. Boyce has been with the Company for nearly 16 years and has made meaningful contributions to the Company’s growth, technology organization and product foundation. The Company is grateful for what Mr. Boyce has built, his leadership and his deep care for the team and his craft. Mr. Boyce’s resignation was not the result of any disagreement with the Company.

A copy of the text of Mr. Rankin’s LinkedIn post about the transition is furnished as Exhibit 99.1 to this Current Report on Form 8-K and is incorporated by reference into this Item 7.01.

The information in this Item 7.01, including Exhibit 99.1, is being furnished and shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the “Exchange Act”), or otherwise subject to the liabilities of that section or Sections 11 and 12(a)(2) of the Securities Act of 1933, as amended (the “Securities Act”), nor shall it be deemed incorporated by reference into any filing under the Securities Act or the Exchange Act, regardless of any general incorporation language in such filing, except as expressly set forth by specific reference in such filing.

Note Regarding Forward-Looking Statements

Certain statements incorporated by reference into this Current Report on Form 8-K constitute “forward-looking statements” within the meaning of the federal securities laws. These statements are based on management’s current opinions, expectations, beliefs, plans, objectives, assumptions or projections regarding future events or future results. These forward-looking statements are only predictions, not historical fact, and involve certain risks and uncertainties, as well as assumptions. Actual results, levels of activity, performance, achievements and events could differ materially from those stated, anticipated or implied by such forward-looking statements. While the Company believes that its assumptions are reasonable, it is very difficult to predict the impact of known factors, and, of course, it is impossible to anticipate all factors that could affect actual results. There are many risks and uncertainties that could cause actual results to differ materially from forward-looking statements made herein including the risks discussed under the heading “Risk Factors” in the Company’s Annual Report on Form 10-K for the year ended December 31, 2025 filed with the SEC on February 27, 2026, the Company’s Quarterly Report on Form 10-Q for the quarter ended March 31, 2026 filed with the SEC on May 8, 2026 as well as other factors described from time to time in the Company’s other filings with the SEC. Such forward-looking statements are made only as of the date of this Current Report on Form 8-K. The Company undertakes no obligation to publicly update or revise any forward-looking statement because of new information, future events or otherwise, except as otherwise required by law. If it does update one or more forward-looking statements, no inference should be made that the Company will make additional updates with respect to those or other forward-looking statements.

Item 9.01. Financial Statements and Exhibits.**(d) Exhibits.**

<u>Exhibit No.</u>	<u>Description</u>
99.1	Text of LinkedIn post by Aaron Rankin, dated June 10, 2026
104	Cover Page Interactive Data File, embedded within the Inline XBRL document

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.

SPROUT SOCIAL, INC.

By: /s/ Heidi Jonas
Name: Heidi Jonas
Title: General Counsel and Secretary

Date: June 10, 2026

Why I'm returning to Sprout

To our employees, customers, shareholders, partners, and supporters:

Last August, I wrote to all Sprout shareholders as the largest non-institutional shareholder, expressing my long-term conviction in our business and the intention to increase my shareholdings. Today I'm committing my most precious resource: my time.

I am excited to announce my imminent return to Sprout Social as Chief Technology Officer.

After an incredible run, our current CTO, Alan Boyce, will be taking a well-deserved break. I'm enormously grateful to Alan for taking a chance on Sprout when we were a fledgling startup, and for then dedicating 16 years of his career to helping build this business. Beyond everything he has done, I am personally thankful for his partnership and counsel over the years. He has played an important role in my own development, and I have learned a great deal from working alongside him.

Alan and I are already working together on a thoughtful transition, and I will assume the role on August 3.

Software is about to change

I'm returning for what I consider the most important chapter in Sprout's history. Software writ large is undergoing a monumental transformation. I'd go so far as to say, business software is becoming an entirely different species.

Historically, software was modeled on how people worked, like a tool built for a job. Today that relationship is reversing. By automating intelligence, AI presents an opportunity to reimagine work itself. We will increasingly see businesses decompose "work" into objectives rather than repetitive tasks, allowing for objectives to be achieved through collaborations between humans and AI. Said differently, the next generation of software will not merely support existing work. It will help define entirely new ways of working.

This is familiar territory for Sprout. When we started the company, we had to pioneer our category. There was no market for social media management software. It wasn't mentioned in job descriptions, and few companies were even active on social, let alone looking for enterprise software to manage it.

But we saw where the world was going. Social was a new modality of communication about and between organizations and the people they serve. People were increasingly talking about brands, products, experiences, frustrations, aspirations and needs in public. Communities were forming around products and ideas. Entire conversations that had previously been invisible were suddenly happening out in the open.

To act on this, we believed companies would need a business layer on top of consumer social media, a software stack representing how the work should be done, and with the tools to do it. That is often how we described Sprout in those early years: business tools for social media. But what truly excited us was something much larger.

Unlocking social intelligence

In many ways, the world evolved exactly as we expected. Social became a critical channel for marketing, customer care, reputation management, community building, commerce and brand engagement. Businesses invested heavily. Entire professions emerged. New organizational functions were created.

For 16 years, I've watched Sprout evolve from a tactical tool into the operational layer of social. We now process more than two billion events every day. Our customers use our software to hear what their audiences are saying, represent their brands, and manage an extraordinary volume of communication.

Yet the most important opportunity remained frustratingly incomplete. The real prize has always been extracting deep understanding from the conversation. Social has the potential to be one of the richest sources of business intelligence ever created, representing an incredible sample of societies at scale. Value is in there—but it's too often latent and locked away in billions of conversations about products, services, competitors, trends, communities, culture and the world itself. Buried within are answers to questions every executive asks: What do customers actually want? What frustrates them? What is changing in the market? What products should we build? What risks are emerging? What opportunities are we missing?

The future we imagined

Until now, extracting those answers required massive human intelligence applied to staggering amounts of data. The technology alone was necessary but not sufficient. As a result, teams have spent all their time simply managing the flow of information, perhaps observing the top contours, but never able to fully capitalize on its meaning.

AI changes everything. For the first time, software can meaningfully participate in understanding and action. Not simply organizing and loosely summarizing information, but contextualizing the impact to business strategy. AI makes it possible to identify patterns, connect signals, and uncover insights in the way we always imagined.

The work already underway at Sprout in AI-powered intelligence and agentic capabilities shows me the foundation is in place. [Trellis](#), our proprietary AI agent, will soon be integrated across the Sprout ecosystem to help turn fragmented social data into organization-wide action. And Trellis is only the beginning. My job is to accelerate what's possible from here.

The opportunity in front of us is no longer just helping organizations manage social channels more effectively. It is providing true understanding of their customers, communities, markets,

and the world around them. To elevate customer teams from heavy operational execution to strategic insight. To become an increasingly important source of understanding that helps organizations make better decisions, build better products, create better experiences, and ultimately serve their customers more effectively. To transform social media into rich organizational intelligence that is infused and actioned throughout businesses.

I believe this opportunity is substantially larger than the category we helped create. Tackling it will require conviction, speed, invention and a willingness to challenge convention. Most importantly, it will require us to imagine what our customers' work looks like in an AI-native world and then help them to bring that future forward.

Accelerating our vision

That is why I am returning. Not to fill a seat. Not to keep the lights on. But to help our team build the engines that power what comes next in our journey.

Over the last 16 years, we've helped define how businesses operate in a world transformed by social media. Today, we have the opportunity to help shape how business rearchitected for a world transformed by AI. We have the chance to reinvent our market, our software and ourselves in the process. More importantly, in this moment, Sprout can make the impact we always believed it would for our customers.

Some opportunities are too important to watch from the sidelines. I cannot wait to get started.
