

BLUE MARTINI SOFTWARE INC
Form 8-K
August 05, 2003

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

August 5, 2003

Date of Report (Date of earliest event reported)

BLUE MARTINI SOFTWARE, INC.

(Exact name of Registrant as specified in its charter)

Delaware

(State or other jurisdiction of
incorporation or organization)

0-30925

(Commission File Number)

94-3319751

(IRS Employer
Identification Number)

2600 Campus Drive

San Mateo, California 94403

(Address of principal executive offices, including zip code)

(650) 356-4000

(Registrant's telephone number, including area code)

Item 5. Other Events

On August 4, 2003, Blue Martini Software, Inc. issued a press release announcing the appointment of Eran Pilovsky as Chief Financial Officer (CFO). A copy of the press release is attached as Exhibit 99.1 to this Current Report and is incorporated herein by reference. The following is a brief biography of Mr. Pilovsky.

Biographical Information

Prior to joining Blue Martini Software as Vice President of Finance in March 2002, Mr. Pilovsky served as CFO of Vyyo, Inc., a NASDAQ-listed supplier of broadband wireless systems. Prior to that, he was a partner with Ernst & Young LLP. Pilovsky is a cum laude graduate of the University of San Francisco with a B.S. in Business Administration, and is also a Certified Public Accountant in California.

Item 7. Exhibits.

(c) Exhibits.

| <u>Exhibit</u> | <u>Description of Document</u> |
|----------------|--|
| 99.1 | Press Release, dated August 4, 2003, entitled Blue Martini Software Appoints Eran Pilovsky as Chief Financial Officer. |

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, as amended, the Registrant has duly caused this report to be signed on its behalf by the undersigned, hereunto duly authorized.

BLUE MARTINI SOFTWARE, INC.

(Registrant)

Dated: August 5, 2003

By:

/s/ ERAN PILOVSKY

Eran Pilovsky

Chief Financial Officer

INDEX TO EXHIBITS

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