



8x8 Channel Leaders named CRN Channel Chiefs in EMEA and ANZ

March 26, 2026

Company also earns nine Palomarr Insight Awards across unified communications and contact center categories

CAMPBELL, Calif.--(BUSINESS WIRE)--Mar. 26, 2026-- In recognition for its efforts globally with channel partners, [8x8, Inc.](#) (NASDAQ: EGHT), a leading global business communications platform provider, has been recognized for its channel leadership with two channel executives named CRN Channel Chiefs: [Emily Masterton, head of channel](#), to the [CRN Channel Leaders EMEA](#) list, and [David Land, Australian channel lead](#), as a [CRN ANZ Channel Chief](#). The company also received nine [Palomarr](#) Insight Awards recognizing its platform across communications and contact center categories.

[Emily Masterton, head of channel](#), has been named to the [CRN Channel Leaders EMEA](#) list, while [David Land, Australian channel lead](#), has been recognized as a [CRN ANZ Channel Chief](#). In addition, 8x8 has earned nine [Palomarr](#) Insight Awards, reflecting the breadth and strength of its platform and partner ecosystem.

CRN Channel Chief Recognition

8x8 was recognized across nine categories in the inaugural Palomarr Insight Awards, which evaluate CX and communications technology based on business fit. 8x8 placed in the top five across eight categories – including Contact Center, Cloud and VoIP Telephony, and Voice and Video Communication – and top ten in Collaboration.

"As my team and I reviewed this year's Channel Leaders EMEA entries, one thing came through loud and clear: a deep, long-standing respect for the channel community," said [Nima Sherpa Green, EMEA editorial director, CRN, The Channel Company](#).

"The Channel Chiefs recognised this year exemplify what strong channel leadership looks like today," said [Athena Mallis, editor, CRN Australia](#). "They are building durable partner ecosystems, adapting to complex market demands, and creating real value for the channel."

Strong Showing in the Palomarr Insight Awards

8x8 was recognized across nine categories in the inaugural [Palomarr](#) Insight Awards. Palomarr is an AI-powered CX procurement platform and consulting group that helps organizations identify the right technology based on their business needs.

8x8 ranked highly for:

- Team Collaboration and Productivity – Top 5
- Messaging and Presence – Top 5
- Cloud and VoIP Telephony – Top 5
- Contact Center – Top 5
- Contact Center with Collaboration – Top 5
- Voice and Video Communication – Top 5
- Conference Room and Workspace – Top 5
- Multichannel Communication – Top 5
- Collaboration – Top 10

Recognition that reflects a partner-first model

"Partners are how we scale, how we win and how we deliver outcomes for customers," said [Stephen Hamill, chief revenue officer](#) at 8x8. "This recognition reinforces what we've built - a partner-first organization focused on simplicity, alignment and shared success. When our partners win, our customers win. It's that simple."

Driving momentum through the channel

As organizations navigate increasing complexity across customer experience and communications, partners play a critical role in delivering integrated, seamless solutions.

8x8's platform brings together contact center, communications and AI into a single system — helping partners simplify deployments, accelerate time to value and deliver better outcomes for their customers. This approach reflects 8x8's broader mission to bring clarity to complexity and turn conversations into business momentum.

More information can be found at <https://www.8x8.com/partners>.

About 8x8, Inc.

8x8, Inc. (NASDAQ: EGHT) connects people and organizations through seamless communication on one of the industry's most integrated platform for Customer Experience — combining Contact Center, Unified Communications, and CPaaS solutions. The 8x8® Platform for CX integrates AI to enable personalized customer journeys, drive operational excellence and insights, and facilitate team collaboration. As a business communications leader, the company helps customer experience and IT leaders around the world become the heartbeat of their organizations, empowering them to unlock the potential of every interaction. For additional information, visit www.8x8.com, or follow 8x8 on [LinkedIn](#), [X](#), and [Facebook](#).

About The Channel Company

The Channel Company is the global leader in channel growth for the world's top technology brands. We accelerate success across strategic channels for technology vendors, solution providers, and end users with premier media brands, integrated marketing and event services, strategic consulting, and exclusive market and audience insights. The Channel Company is a portfolio company of investment funds managed by EagleTree Capital, a New York City based private equity firm. For more information, visit thechannelco.com.

© 2026 The Channel Company, Inc. CRN is a registered trademark of The Channel Company, Inc. All rights reserved.

About Palomarr

Palomarr's platform combines proprietary AI agents, private large-language models, and a centralized knowledge engine to deliver fast, accurate, and unbiased supplier recommendations. All in a secure, enterprise-grade environment.

© 2026 8x8, Inc. 8x8 and associated brand assets are trademarks of 8x8, Inc. All rights reserved.

View source version on [businesswire.com](https://www.businesswire.com/news/home/20260326311319/en/): <https://www.businesswire.com/news/home/20260326311319/en/>

8x8, Inc. Contacts:

Media:

8x8@sourcecodecomms.com

Investor Relations:

Investor.Relations@8x8.com

Source: 8x8, Inc.