

Adaptive Medias, Inc.  
Form 8-K  
September 22, 2015

**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): September 20, 2015

**ADAPTIVE MEDIAS, INC.**

(Exact name of registrant as specified in its charter)

<b>Nevada</b>	<b>000-54074</b>	<b>26-0685980</b>
(State or Other Jurisdiction of Incorporation)	(Commission File Number)	(IRS Employer Identification Number)

**16795 Von Karman Avenue, #240**

**Irvine, CA 92606**

(Address of principal executive offices) (zip code)

**949-525-4466**

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(Registrant's telephone number, including area code)

N/A

(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 (*see* General Instruction A.2. below):

☐ 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))

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

Effective September 20, 2015, the Board of Directors (the “Board”) of Adaptive Medias, Inc. (the “Company”) appointed the Company’s interim CEO, John Strong, as the Company’s Chief Executive Officer and Chairman of the Board.

**John B. Strong**, age 55, has more than 30 years of senior level executive and financial experience in the technology industry. Prior to his appointment to the position of interim Chief Executive Officer at Adaptive Medias, he founded, invested and managed a number of successful technology-based companies, including [www.communly.com](http://www.communly.com), a Los Angeles-based social media company; [www.combotrip.com](http://www.combotrip.com), a New Mexico-based travel site; [www.trychec.com](http://www.trychec.com), a London-based payment platform; [www.scoutalarm.com](http://www.scoutalarm.com), a high-tech home security company; [www.thestorefront.com](http://www.thestorefront.com), the "AirBNB for retail space;" [www.boxbee.com](http://www.boxbee.com), a San Francisco-based on-demand storage company; and [www.matterfab.com](http://www.matterfab.com), a leading industrial metal 3D printing company. Mr. Strong holds a Bachelors Degree from the University of New Mexico.

**Family Relationships**

There are no family relationships between Mr. Strong and any other employees or members of the board of directors of the Company.

**Related Party Transactions**

There are no related party transactions with regard to Mr. Strong reportable under Item 404(a) of Regulation S-K.

**Material Plans, Contracts, or Arrangements**

Mr. Strong is not a party to any material plan, contract, or arrangement (whether or not written) in connection with his appointment as Chairman of the Board and Chief Executive Officer of the Company.

**Item 8.01. Other Events.**

On September 22, 2015 the Company issued a press release announcing the appointment of John Strong, a copy of which is attached hereto as Exhibit 99.1 and is incorporated herein by reference.

**Item 9.01 Financial Statements and Exhibits.**

(d) Exhibits

**Exhibit No. Description**

99.1	Press Release dated September 22, 2015
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**SIGNATURES**

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

**ADAPTIVE MEDIAS, INC.**

Date: September 22, 2015 By: */s/ John Strong*

Name: John Strong

Title: Chairman and Chief Executive Officer