

SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

FORM 6-K

REPORT OF FOREIGN PRIVATE ISSUER
PURSUANT TO RULE 13A-16 OR 15D-16 OF
THE SECURITIES EXCHANGE ACT OF 1934

For the month of August 2024 (Report No. 2)

Commission File Number: 0-27466

NICE LTD.

(Translation of Registrant's Name into English)

13 Zarchin Street, P.O. Box 690, Ra'anana 4310602, Israel

(Address of Principal Executive Offices)

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F.

Form 20-F ☒ Form 40-F ☐

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1): _____

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7): _____

CONTENTS

This Report on Form 6-K of NICE consists of the following documents, which are attached hereto and incorporated by reference herein:

99.1 Press Release: NICE Announces the Appointment of a New CEO, Dated August 15, 2024.

SIGNATURES

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, thereunto duly authorized.

NICE LTD.

By: /s/ Tali Mirsky
Name: Tali Mirsky
Title: Corporate VP, General Counsel and Corporate Secretary

Dated: August 15, 2024

EXHIBIT INDEX

99.1 Press Release: NICE Announces the Appointment of a New CEO, Dated August 15, 2024.



NICE Announces the Appointment of a New CEO

Scott Russell will succeed Barak Eilam as Chief Executive Officer effective January 1, 2025

Hoboken, New Jersey, August 15, 2024 - NICE (NASDAQ: [NICE](#)) today announced that its Board of Directors has appointed Scott Russell as the company's new Chief Executive Officer, effective January 1st 2025, to succeed Barak Eilam, who, as previously announced, will retire and step down by the end of 2024 after more than 10 years as CEO and 25 years at NICE.

Scott brings tremendous experience, having spent more than 25 years in the enterprise software sector. For the last 14 years, Scott was at SAP, most recently as a member of the Executive Board of the Company and Global Chief Revenue Officer, leading Customer Success including global sales, partners, and customer engagement responsible for \$31 billion of revenues spearheading the company's transformation to cloud revenues. He also served as Chairman of SAP North America and Chairman of multiple business units of the SAP portfolio, and previously served on Qualtrics' Board of Directors. As an Executive Board Member of SAP, he supported M&A, planning, market guidance, and corporate governance.

Prior to his roles at SAP, Scott worked at IBM and PWC. Scott has a bachelor's degree in computer and information sciences from Federation University, and a post graduate degree in business from Deakin University at Geelong Campus, Australia. Scott will be based in NICE's Hoboken, NJ office.

"We are thrilled to welcome Scott as the new CEO of NICE," said David Kostman, Chairman of the Board of Directors. "His extensive enterprise software experience in adjacent markets and leadership at global scale will be instrumental as he leads NICE through its next phase of growth. I am confident that Scott's background, personality, energy, and drive, will take NICE to new heights as we continue to execute on our platform strategy leveraging cloud, digital and AI. I want to take this opportunity to again express our gratitude to Barak for the transformative years of NICE under his leadership, propelling the company to undisputed leadership across its markets. I am also very pleased that Barak agreed to continue as CEO until the end of the year and that he will be working with Scott on an orderly transition into 2025."

Scott Russell shared, "I am honored to take on the role of CEO at such an exciting time for NICE. We have an incredible opportunity ahead of us as NICE continues to lead the digital and AI transformation and provides a unique platform for growth in the coming years. I am highly impressed by the culture of the company, the innovative product portfolio, and its strong global presence and leadership position. I look forward to working with the talented team at NICE to continue to build on the heritage and success NICE has had over the last decade and lead the company into its next phase of growth."

"It has been a privilege and a pleasure to lead NICE over the past 10 years," said Barak Eilam CEO of NICE. "Alongside our 8,500 dedicated NICers, we have significantly scaled the company, establishing it as the leader in all its respective markets. Over the past decade, our outstanding leadership team has driven accelerated growth, achieved remarkable profitability, and built a robust recurring revenue stream resulting in tremendous value creation. With such a strong foundation, NICE is well-positioned for a leadership transition, and I am confident it will continue to thrive under Scott's leadership. I will continue to lead NICE through the end of 2024 and support the transition during the early part of 2025."

Mr. Russell's appointment follows a process led by the Board of Directors and supported by Spencer Stuart, a leading global executive search firm.

About NICE

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center – and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform - and elevate - every customer interaction. www.nice.com

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Forward-Looking Statements

This press release contains forward-looking statements as that term is defined in the Private Securities Litigation Reform Act of 1995. In some cases, forward-looking statements may be identified by words such as “believe,” “expect,” “seek,” “may,” “will,” “intend,” “should,” “project,” “anticipate,” “plan,” and similar expressions. Forward-looking statements are based on the current beliefs, expectations and assumptions of the Company's management regarding the future of the Company's business, performance, future plans and strategies, projections, anticipated events and trends, the economic environment, and other future conditions. Examples of forward-looking statements include guidance regarding the Company's revenue and earnings and the growth of our cloud, analytics and artificial intelligence business.

Forward looking statements are inherently subject to significant uncertainties, contingencies, and risks, including, economic, competitive and other factors, which are difficult to predict and many of which are beyond the control of management. The Company cautions that these statements are not guarantees of future performance, and investors should not place undue reliance on them. There are or will be important known and unknown factors and uncertainties that could cause actual results to differ materially from those expressed or implied in the forward-looking statements. These factors, include, but are not limited to, risks associated with changes in economic and business conditions, competition, successful execution of the Company's growth strategy, success and growth of the Company's cloud Software-as-a-Service business, difficulties in making additional acquisitions or effectively integrating acquired operations, products, technologies and personnel, the Company's dependency on third-party cloud computing platform providers, hosting facilities and service partners, rapidly changing technology, cyber security attacks or other security breaches against the Company, privacy concerns and legislation impacting the Company's business, changes in currency exchange rates and interest rates, the effects of additional tax liabilities resulting from our global operations, the effect of unexpected events or geo-political conditions, such as the impact of conflicts in the Middle East, that may disrupt our business and the global economy and various other factors and uncertainties discussed in our filings with the U.S. Securities and Exchange Commission (the “SEC”).

You are encouraged to carefully review the section entitled “Risk Factors” in our latest Annual Report on Form 20-F and our other filings with the SEC for additional information regarding these and other factors and uncertainties that could affect our future performance. The forward-looking statements contained in this press release speak only as of the date hereof, and the Company undertakes no obligation to update or revise them, whether as a result of new information, future developments or otherwise, except as required by law.

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ניס מודיעה על מינוי מנכ"ל חדש לחברה

סקוט ראסל יחליף את ברק עילם כמנכ"ל ניס החל מה-1 בינואר 2025

הבוקר, ניו ג'רזי, 15 באוגוסט, 2024 – ניס (נאסד"ק: NICE) הודיעה היום כי דירקטוריון החברה החליט למנות את סקוט ראסל כמנכ"ל החדש של החברה, החל מה-1 בינואר 2025. סקוט יחליף את ברק עילם שיפרוש מתפקידו בסוף 2024, שכפי שדווח בעבר, לאחר כ-25 שנים בניס, מתוכן למעלה מעשור כמנכ"ל החברה.

סקוט מביא עימו ניסיון עצום של למעלה מ-25 שנים בחברות טכנולוגיה גדולות. ב-14 השנים האחרונות כיהן סקוט בתפקידים בכירים בחברת SAP, בהם חבר בדירקטוריון החברה ומנהל ההכנסות הראשי (Chief Revenue Officer), אחראי על מכירות גלובליות, שימור לקוחות (Customer Success), ניהול שותפים ועוד. בנוסף הוא כיהן כיו"ר SAP צפון אמריקה וכיו"ר של מספר יחידות עסקיות בחברה ובעבר היה חבר במועצת המנהלים של חברת Qualtrics. כחבר דירקטוריון SAP, הוא קידם מיזוגים ורכישות, תכנון אסטרטגי וממשל תאגידי. בתפקידו האחרון, היה סקוט אחראי להכנסות בהיקף של 31 מיליארד דולר, שהובילו את הטרנספורמציה של החברה להכנסות בענן. לפני SAP, עבד סקוט ב-IBM וב-PWC. לסקוט תואר ראשון במדעי המחשב והמידע מאוניברסיטת Federation, ותואר שני במנהל עסקים מאוניברסיטת Deakin בקמפוס Geelong, באוסטרליה. סקוט יושב במשרדי ניס בהובוקן, ניו ג'רזי.

"אנו נרגשים להודיע על מינויו של סקוט כמנכ"ל החדש של ניס", אמר **דיוויד קוסטמן, יו"ר דירקטוריון ניס**. "הניסיון הנרחב שלו בתחום התוכנה לארגונים גדולים והמנהיגות הגלובלית יוצאת הדופן שלו יובילו את הפרק הבא בצמיחת ניס. אני סמוך ובטוח שעם הרקע, האישיות, האנרגיה והדרייב שלו, סקוט יוביל את ניס לגבהים חדשים כאשר בד בבד נמשיך ביישום התכנית האסטרטגית של החברה עם דגש על פלטפורמות הענן, דיגיטל ו-AI. אני רוצה לנצל הזדמנות זו כדי להביע שוב את תודתנו לברק על שנים של מהפכה בניס תחת הנהגתו, אשר מיצבו את החברה כמובילה בכל השווקים בהם היא פועלת. אני רוצה להודות לברק על המשך כהונתו כמנכ"ל עד סוף השנה להבטחת תקופת מעבר חלקה ומסודרת יחד עם סקוט לקראת שנת 2025".

סקוט ראסל מסר: "אני שמח על ההזדמנות להוביל את ניס כמנכ"ל החברה בתקופה כה מעניינת ומלאה בפוטנציאל. יש לנו הזדמנות מדהימה לפנינו כאשר ניס ממשיכה להוביל את הטרנספורמציה הדיגיטלית ותחום ה-AI עם פלטפורמה ייחודית בתעשייה שתוביל לצמיחה בשנים הקרובות. אני מתרשם מאוד מהתרבות הארגונית של החברה, מפורטפוליו המוצרים החדשני ומהנוכחות הגלובלית ומובילת השוק שלה. אני מצפה לעבוד עם הצוות המוכשר בניס כדי להמשיך לבנות את מורשת ההצלחה שנבנתה בניס בעשור האחרון ולהצמיד את החברה לשלב הבא בצמיחתה".

"זו הייתה זכות גדולה עבורי להוביל את ניס במהלך 10 השנים האחרונות". אמר **ברק עילם מנכ"ל ניס** "יחד עם 8,500 ה-NICErs המסורים והמוכשרים שלנו, הגדלנו את פעילות החברה בצורה משמעותית, וביססנו אותה כמובילה בכל השווקים בהם אנו פועלים. בעשור האחרון, צוות ההנהלה האיכותי שלנו הניע האצה בצמיחה, השיג רווחיות יוצאת דופן, ובנה זרם הכנסות חזק שהביא ליצירת ערך אדירה. עם בסיס כה איתן, ניס ממוצבת היטב לקראת המינוי, ואני בטוח שהיא תמשיך לשגשג תחת הנהגתו של סקוט. אני אמשיך להוביל את ניס עד סוף 2024 ואתמך במעבר במהלך תחילת 2025".

מינויו של מר ראסל נעשה בהמשך לתהליך שמובל על ידי דירקטוריון ניס בסיוע Spencer Stuart, חברת גיוס מנהלים גלובלית מובילה.

אודות ניס

ניס (NASDAQ: NICE, ת"א: ניס) הינה המובילה העולמית במתן פתרונות תוכנה, הן ברישיונות תוכנה והן בענן, המאפשרים לארגונים לנקוט בפעולה הבאה הטובה ביותר באמצעות כלים אנליטיים המנתחים מידע מובנה ושאינו מובנה. הפתרונות של ניס מסייעים לארגונים לשפר את חוויית הלקוח, להבטיח ציות לרגולציה, להיאבק בפשיעה פיננסית ולשמור על נכסים. הפתרונות של ניס נמצאים בשימוש של יותר מ-25,000 ארגונים ביותר מ-150 מדינות, כולל מעל 85 מהחברות המדורגות ב-Fortune 100.

www.nice.com

הנוסח המחייב של הודעה זו מופיע בהודעת החברה באנגלית. התרגום במסמך הוא לנוחות בלבד.

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