

**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 3, 2025 (June 2, 2025)

DoubleVerify Holdings, Inc.

(Exact name of registrant as specified in its charter)

Delaware

(State or other jurisdiction of incorporation)

001-40349

(Commission File Number)

82-2714562

(IRS Employer Identification No.)

462 Broadway

New York, New York

(Address of principal executive offices)

10013

(Zip Code)

(212) 631-2111

(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:

- ☐ 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 Class	Trading Symbol	Name of Each Exchange on Which Registered
Common stock, par value \$0.001 per share	DV	New York Stock Exchange

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

(d)

On June 2, 2025, the Board of Directors (the “Board”) of DoubleVerify Holdings, Inc. (the “Company”) appointed Jennifer Storms to the Board, effective June 2, 2025, in accordance with the Company’s second amended and restated certificate of incorporation and amended and restated bylaws.

Ms. Storms will fill an existing vacancy on the Board and will serve as a Class I director with a term expiring at the Company’s Annual Meeting of Stockholders in 2028. In connection with Ms. Storm’s appointment to the Board, the Board has also appointed Ms. Storms to the Nominating and Corporate Governance Committee of the Board, effective June 2, 2025. Ms. Storms currently serves as Chief Marketing Officer of NBCUniversal Television & Streaming.

The Board has determined that Ms. Storms is independent under the corporate governance standards of the rules of the New York Stock Exchange.

Ms. Storms will participate in the Company’s standard compensation program for non-employee directors, including, for her first year on the Board, prorated annual compensation. The compensation program was previously disclosed on the Company’s Proxy Statement on Schedule 14A filed with the Securities and Exchange Commission.

There is no arrangement or understanding pursuant to which Ms. Storms was elected as a director, and there are no related party transactions between the Company and Ms. Storms that would require disclosure under Item 404(a) of Regulation S-K.

The Company announced the appointment of Ms. Storms in its June 3, 2025 press release. A copy of the press release is attached hereto as Exhibit 99.1 and incorporated herein by reference.

Item 9.01. Financial Statements and Exhibits.

(d) Exhibits

Exhibit Number	Description
99.1	Press Release dated June 3, 2025.
104	Cover Page to this Current Report on Form 8-K in Inline XBRL.

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 hereunto duly authorized.

DOUBLEVERIFY HOLDINGS, INC.

By: /s/ Andrew E. Grimmig

Name: Andrew E. Grimmig

Title: Chief Legal Officer and Secretary

Date: June 3, 2025



DoubleVerify Appoints NBCUniversal's Jennifer Storms to its Board of Directors

New appointment highlights DV's continued efforts in supporting advertisers' investments in CTV

New York, NY – June 3, 2025— DoubleVerify ("DV") (NYSE: DV), a leading software platform for digital media measurement, data, and analytics, today announced the appointment of Jennifer Storms, Chief Marketing Officer, NBCUniversal Television & Streaming, to its board of directors, effective as of June 2, 2025. Storms will serve on the Nominating & Corporate Governance Committee.

"We're thrilled to welcome Jennifer to the DoubleVerify board," said Mark Zagorski, CEO of DoubleVerify. "She brings a wealth of experience at the intersection of media, marketing, and sports and will offer valuable insights to DV's continued growth in CTV. Her customer-first mindset and deep brand leadership expertise will be invaluable as we continue to expand our platform and deepen our relationships with advertisers around the world."

As Chief Marketing Officer for NBCUniversal Television and Streaming, she leads brand strategy, integrated marketing, media, and consumer engagement for all NBCUniversal entertainment content and sports, including Peacock. Storms chairs the NBCUniversal Marketing Council as well as spearheads company-wide efforts to drive subscriber growth and cross-platform engagement.

Prior to her current role, Storms served as CMO of Entertainment and Sports for NBCUniversal and held senior marketing positions at PepsiCo, Gatorade, and Turner Sports. A recognized industry leader with more than 25 years of experience, Storms has been named to Adweek's Most Powerful Women in Sports and inducted into SportsBusiness Journal's "Forty Under 40" Hall of Fame.

"I'm honored to join the DoubleVerify board at such a pivotal time in the company's growth," said Jennifer Storms. "As marketers strive to connect with audiences in more meaningful and responsible ways, DV's commitment to transparency, quality, and innovation has never been more important. I look forward to helping shape the company's next chapter."

About DoubleVerify

DoubleVerify ("DV") (NYSE: DV) is the industry's leading media effectiveness platform that leverages AI to drive superior outcomes for global brands. By powering media efficiency and performance, DV strengthens the online advertising ecosystem, preserving the fair value exchange between buyers and sellers of digital media. Learn more at www.doubleverify.com.

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