

BLUE MARTINI SOFTWARE INC  
Form 8-K  
March 15, 2004

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**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

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**FORM 8-K**

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**Current report pursuant to Section 13 or 15(d) of  
the Securities Exchange Act of 1934**

**Date of Report: March 5, 2004 (Date of earliest event reported)**

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**BLUE MARTINI SOFTWARE, INC.**

(Exact name of registrant as specified in its charter)

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**Delaware**  
(State or other jurisdiction of  
incorporation or organization)

**94-3319751**  
(I.R.S. Employer  
Identification No.)

**2600 Campus Drive**  
**San Mateo, California 94403**  
(Address of principal executive offices)

**Telephone Number (650) 356-4000**

**(Registrant's telephone number, including area code)**

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**ITEM 5. OTHER EVENTS**

On March 5, 2004, the Board of Directors (the Board ) of Blue Martini Software, Inc. (the Company or Blue Martini ) voted to expand the size of the Board from seven to eight and elected Gary A. Wetsel to fill the vacancy created thereby, effective March 5, 2004. Mr. Wetsel will serve until the Company s 2006 annual meeting of stockholders and until his successor is elected and has qualified, or until his death, resignation or removal. The following is a brief biography of Mr. Wetsel.

***Biographical Information***

Mr. Wetsel has served as Executive Vice President, Chief Financial Officer and Chief Administrative Officer of Aspect Communications Corp. since April 2002. From February 2000 to April 2002, Mr. Wetsel served as Vice President and Chief Financial Officer for Zhone Technologies, Inc. From 1998 to February 2000, Mr. Wetsel served as President and Chief Executive Officer of Warspeed Communication Corp. Before Warspeed, Mr. Wetsel held senior executive positions with several high-tech companies, including Wyse Technologies, Inc., Borland International, Inc., Octel Communications Corporation, Ungermann-Bass, Inc., and Rolm Corporation.

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.

**Dated:** March 15, 2004

**BLUE MARTINI SOFTWARE, INC.**  
(Registrant)

/s/ Monte Zweben

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Monte Zweben  
Chairman and Chief Executive Officer