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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: December 5, 2016**  
(Date of earliest event reported)

**Asure Software, Inc.**

(Exact name of registrant as specified in its charter)

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

**0-20008**  
(Commission File Number)

**74-2415696**  
(IRS Employer  
Identification Number)

**110 Wild Basin Rd., Suite 100, Austin, TX**  
(Address of principal executive offices)

**78746**  
(Zip Code)

**512-437-2700**  
(Registrant's telephone number, including area code)

**Not Applicable**  
(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))
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**Item 8.01 Other Events.**

On December 5, 2016, we issued a press release announcing the appointment of Eyal Goldstein as our new Chief Revenue Officer. A copy of the press release is attached hereto as Exhibit 99.1.

**Item 9.01 Financial Statements and Exhibits.**

(d) Exhibits

<b>Exhibit No.</b>	<b>Description</b>
99.1	<a href="#">Press release dated December 5, 2016</a>

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**SIGNATURE**

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.

**ASURE SOFTWARE, INC.**

Dated: December 5, 2016

By: /s/ Brad Wolfe  
Brad Wolfe, Chief Financial Officer

### **Asure Software Appoints Chief Revenue Officer**

**AUSTIN, Texas, Dec. 5, 2016** - Asure Software, Inc. (NASDAQ:ASUR), a leading provider of Human Capital Management (HCM) and workplace management software, announced today the appointment of Eyal Goldstein as Chief Revenue Officer.

Eyal brings more than 17 years of relevant industry experience with a focus on scaling revenue to his new role. At Asure Software, he will be responsible for global sales and marketing along with business development. He will be focusing on broader sales offering message domestically and globally.

“We have assembled an accomplished executive team with a proven track record leading and scaling enterprise software companies,” said Pat Goepel, Chief Executive Officer at Asure Software. “With Eyal’s proven ability to manage revenue streams, provide high-level strategic insights and with his experience and leadership, we are well poised to continue our rapid growth into the future.”

Prior to Asure, Goldstein served as Chief Revenue Officer of Insight Venture Partner’s FilmTrack, a global rights management platform. Eyal previously served as Executive Vice President of DAZ Systems, prior to DAZ he was Regional Vice President at Oracle Corp. He also served as Vice President at Ceridian Corporation. At Ceridian he worked with Pat Goepel within his organization.

“I am honored and thrilled to be joining Asure Software at such an exciting time in the company’s history. I’m looking forward to helping the company reach its midterm goal of \$100M in revenue,” said Goldstein.

### **About Asure Software**

Asure Software, Inc. (NASDAQ:ASUR), headquartered in Austin, Texas, offers intuitive and innovative technologies that enable companies of all sizes and complexities to operate more efficiently. The company ensures a high-performing work environment by integrating its “keep it simple” solutions and expertise to more than 7,000 clients worldwide. Asure Software’s suite of solutions range from HCM workforce management solutions, time and attendance to workspace asset optimization and meeting room management solutions. For more information, please visit <http://www.asuresoftware.com>.

### **Contact Information**

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