

TELETECH HOLDINGS INC  
 Form 4  
 March 07, 2013

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
 Washington, D.C. 20549**

OMB APPROVAL

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**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**TUCHMAN KENNETH D**

2. Issuer Name and Ticker or Trading Symbol  
**TELETECH HOLDINGS INC [TTEC]**

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
 9197 S. PEORIA ST.  
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)  
 03/05/2013

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
 CEO & Chairman of the Board

ENGLEWOOD, CO 80112

(City) (State) (Zip)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  | Code                           | V   | Amount  | (A) or (D)   | Price   |
| Common Stock <u>(1)</u>         | 03/05/2013                           |  | M                              |   | 75,000  | A  | \$ 0  |
| Common Stock <u>(2)</u>         | 03/05/2013                           |  | F                              |   | 27,615  | D  | \$ 19.21  |
| Common Stock                    |                                      |  |                                |   | 14,766,806  | I  | By KDT Family LLP                                     |
| Common Stock                    |                                      |  |                                |   | 10,000,000  | I  | By KDT Stock Revocable Trust                          |

|              |         |   |                       |
|--------------|---------|---|-----------------------|
| Common Stock | 200,000 | I | By Tuchman Family LLP |
| Common Stock | 10,000  | I | By Spouse             |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | 8. Amount or Number of Shares |                            |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------------------------------|----------------------------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title                         | Amount or Number of Shares |
| Restricted Stock Units <sup>(1)</sup>      | \$ 0   | 03/05/2013                           |  | M                              | 75,000  | <u>(1)</u>   | <u>(1)</u>  | Common Stock                  | 75,000                     |

## Reporting Owners

| Reporting Owner Name / Address                                 | Relationships |           |                             |       |
|--|---------------|-----------|-----------------------------|-------|
|  | Director      | 10% Owner | Officer                     | Other |
| TUCHMAN KENNETH D<br>9197 S. PEORIA ST.<br>ENGLEWOOD, CO 80112 | X             | X         | CEO & Chairman of the Board |       |

## Signatures

/s/ Kenneth D. Tuchman  
03/07/2013

          \*\*Signature of Reporting Person  
Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Reflects vesting of Restricted Stock Units ("RSUs") on March 5, 2013. The Reporting Person initially received 300,000 time-based RSUs on March 5, 2010. The RSUs vest in four equal installments of 75,000 per year beginning on March 5, 2011.
- (2) Reflects withholding of shares to satisfy tax obligations in connection with the vesting of RSUs.

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