

TELETECH HOLDINGS INC  
 Form 4  
 January 25, 2011

**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)  
 01/22/2011

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

ENGLEWOOD, CO 80112

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

(City) (State) (Zip)

**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)
Common Stock <u>(1)</u>	03/15/2010		G	V 5,000 D	\$ 0 5,824,866	D	
Common Stock <u>(2)</u>	01/22/2011		M	50,000 A	\$ 0 5,874,866	D	
Common Stock					14,766,806	I	By KDT Family LLP
Common Stock					10,000,000	I	By KDT Stock Revocable Trust
					200,000	I	

Common Stock							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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(9-02)

**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	
Restricted Stock Units <sup>(2)</sup>	\$ 0	01/22/2011		M	50,000	<u>(2)</u>	<u>(2)</u>	Common Stock	50,000

## Reporting Owners

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

## Signatures

/s/ Kenneth D.  
Tuchman

01/25/2011

\*\*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).

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- (1) Shares disposed of by gift to Tuchman Nieces and Nephews Trust on March 15, 2010.
- (2) Reflects vesting of Restricted Stock Units ("RSUs") on January 22, 2011. The Reporting Person initially received 250,000 time-based RSUs on June 22, 2007. The RSUs vest in five equal annual installments of 50,000 per year beginning on January 22, 2008.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.