



TeleTech's Mark Grindeland Named 2013 Business Marketer of the Year by BMA Colorado

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Seasoned Leader Recognized as Driving Force in Marketing Community

DENVER--(BUSINESS WIRE)--Apr. 30, 2013-- [TeleTech Holdings](#), Inc. (NASDAQ: TTEC), a leading global provider of technology-enabled customer experience solutions, announced today that Mark Grindeland, chief marketing officer at TeleTech, was named the Business Marketing Association Colorado 2013 Business Marketer of the Year.



TeleTech's Mark Grindeland Named Marketer of the Year by BMA Colorado. Connect with us on Twitter at: @Mark_Grindeland and @TeleTechCorp (Photo: Business Wire)

This BMA honor recognizes a sustained dedication to promoting the high standards and professionalism of marketing. The award is the result of Mr. Grindeland's commitment to making a positive impact on the community; delivering business results and helping clients succeed. He understands both business-to-business and business-to-consumer markets and draws the best from both to help TeleTech clients solve real-world business problems. He takes a pragmatic business approach and uses more than just marketing to connect the dots for clients to deliver consistent value.

In addition to his role within TeleTech, Mr. Grindeland has a passion for connecting with other marketers in the community. He has been tapped as a strategic advisor to Governor Hickenlooper through the office of the State of Colorado's CMO. As part of his commitment to the Colorado community, he also serves on Colorado Innovation Network (COIN) as one of the global leaders encouraging relationships to support the innovation ecosystem, grow companies, and create jobs. Mr. Grindeland also is spearheading a partnership between University of Denver and TeleTech, guest lecturing at the university and speaking at BMA events.

"It's no surprise that Mark is being recognized outside of TeleTech for his marketing and business acumen," said Kenneth Tuchman, TeleTech chairman and chief executive officer. "Mark understands the old ways of marketing no longer work in today's demanding environment where superior customer experience defines a brand. Mark knows the best way to convey ideas and pushes beyond the traditional ways of doing so. He has brought unmatched experience and energy to the team and has made a significant impact on the company's culture as well as our positioning within the market help us to win in new ways."

"The Business Marketer of the Year award is BMA Colorado's most distinguished award for the person who demonstrates the highest standard of professionalism and marketing excellence," said BMA Colorado President Jennifer Nealson. "Mark exemplifies the tenets of Business Marketer of the Year in his extraordinary service to his company, his community, and his colleagues. We are proud to present Mark with this well-deserved award."

The Business Marketing Association (BMA) of Colorado is recognized as one of the leading BMA chapters in the country, and is

solely dedicated to serving the educational, development and networking needs of business-to-business marketing professionals.

ABOUT TELETECH

For 30 years, TeleTech and its subsidiaries have helped the world's most successful companies design, enable, manage and grow customer value through the delivery of superior customer experiences across the customer lifecycle. As the go-to partner for the Global 1000, the TeleTech group of companies delivers technology-enabled solutions that maximize revenue, transform customer experiences and optimize business processes. From strategic consulting to operational execution, our more than 41,000 employees drive success for clients in the communications and media, financial services, government, healthcare, technology, transportation and retail industries. Through the TeleTech Community Foundation, the company leverages its innovative leadership to ensure that students in underserved communities around the globe have access to the tools and support they need to maximize their educational outcomes. For additional information, please visit <http://www.teletech.com>.

About BMA Colorado

Dedicated exclusively to the discipline of business-to-business marketing, the Colorado chapter of the Business Marketing Association (BMA) is the premier organization for marketing professionals in the region. Its membership is comprised of more than 450 business-to-business marketing

practitioners employed by the region's leading corporations, agencies, suppliers, and small businesses. As one of the largest marketing organizations in the region and the largest BMA chapter in the country, BMA Colorado enriches the professional lives of its members by offering unparalleled opportunities for education, networking, and recognition, as well as exclusive access to industry resources and services. To learn more about BMA Colorado, visit www.bmacolorado.org.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130430005245/en/>

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