

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

**FORM 8-K**

**CURRENT REPORT  
Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934**

Date of Report (Date of earliest event reported): November 9, 2022

**TTEC Holdings, Inc.**

(Exact name of registrant as specified in its charter)

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

**001-11919**  
(Commission file  
number)

**84-1291044**  
(IRS Employer  
Identification Number)

**9197 S. Peoria Street, Englewood, CO 80112-5833**  
(Address of principal executive offices) (Zip Code)

Registrant's telephone number, including area code: 303-397-8100

**Not Applicable**  
(Former name or former address if changed since last report)

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Common stock of TTEC Holdings, Inc., \$0.01 par value per share	TTEC	NASDAQ

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 (see General Instruction A.2. below):

- 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))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

**Item 5.02. Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangement of Certain Officers.**

Appointment of TTEC Holdings' President

On November 9, 2022, TTEC Holdings, Inc. ("TTEC" or "Company") announced the appointment of Ms. Michelle "Shelly" Swanback, 53, as President, TTEC Holdings, Inc. In this role, Ms. Swanback will have the overarching responsibility for corporate functions of the Company. She will also continue in her role as Chief Executive Officer for TTEC Engage, the Company's digitally enabled customer experience as a service ("CXaaS") business segment.

Ms. Swanback joined TTEC in May, 2022 as Chief Executive Officer, TTEC Engage. Prior to TTEC, she was president, Product and Platform for Western Union (NYSE:WU), and served as group operating officer at Accenture Digital between 2014 and 2020; between 2011 and 2014, she led Accenture Technology, North America. Ms. Swanback is a member of the board of directors for WillisTowersWatson (NASDAQ:WTW), a multinational risk management, insurance brokerage and advisory company. She holds a bachelor's degree in Finance and Computer Information Systems from Colorado State University.

At this time, there are no changes to Ms. Swanback's compensation arrangements with the Company in connection with her appointment as TTEC Holdings, Inc.'s President; should this change, TTEC will make appropriate disclosures as it is required under relevant regulations. Ms. Swanback does not have any related party relationships with any of the Company's directors or other executive officers and is not party to any transactions listed in Item 404(a) of Regulation S-K.

**Item 7.01 Regulation FD Disclosure.**

Appointment of CEO for TTEC Digital Business Segment

On November 9, 2022, the Company also announced the appointment of Mr. David J. Seybold as Chief Executive Officer for TTEC Digital, its customer experience ("CX") technology services business segment.

Mr. Seybold's tenure with the Company starts on November 28, 2022.

Prior to joining TTEC, Mr. Seybold, 57, was Chief Executive Officer, Americas for Atos SE, a Euronext listed technology transformation company. Between 2015 and 2021, he served as the president, North America and chief operating officer for Avanade (a Microsoft – Accenture joint venture); and prior to that, Mr. Seybold spent more than 26 years in various senior executive roles for IBM (IBM:NYSE). He holds a bachelor's degree in Quantitative Business Analysis and a degree in Economics from Penn State University; a master's of science degree in Operations Management and an MBA from the University of Maryland, Robert H. Smith School of Business.

Mr. Seybold does not have any related party relationships with any of the Company's directors or other executive officers and is not party to any transactions listed in Item 404(a) of Regulation S-K.

On November 9, 2022, TTEC issued a press release announcing the appointments of Ms. Swanback as TTEC Holdings, Inc.'s President and Mr. David J. Seybold as Chief Executive Officer for TTEC Digital. A copy of the press release is attached as Exhibit 99.1 to this Current Report on Form 8-K.

The information in this Item 7.01, including Exhibit 99.1 attached hereto, is being furnished and shall not be deemed "filed" for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act, except as shall be expressly set forth by specific reference in any such filing.

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**Item 9.01 Financial Statements and Exhibits.**

**(d) Exhibits**

<b>Exhibit No.</b>	<b>Description</b>
<a href="#">99.1</a>	<a href="#">Press release dated November 9, 2022.</a>
104	Cover Page Interactive Data File (embedded within the Inline XBRL document).

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**SIGNATURE**

Pursuant to the requirements of the Securities and Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

TTEC Holdings, Inc.  
(Registrant)

Date: November 9, 2022

By: /s/ Margaret B. McLean  
Margaret B. McLean  
General Counsel & Chief Risk Officer

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**ttec** Press Release

**TTEC Expands Senior Leadership Team as a Springboard for Growth**

***Dave Seybold named CEO, TTEC Digital  
Shelly Swanback, TTEC Engage CEO, promoted to additional role as President, TTEC Holdings, Inc.***

***Tuchman to remain TTEC Chairman and CEO***

DENVER, Colo., November 9, 2022 -- TTEC Holdings, Inc. (NASDAQ:TTEC), one of the largest global CX (customer experience) technology and services innovators for digital CX transformation, today announced Dave Seybold as CEO, TTEC Digital, and Shelly Swanback as President in addition to her role as CEO, TTEC Engage. The expanded executive leadership structure bolsters the company's platform for growth.

Ken Tuchman will continue to be client facing and set the company's strategic direction, M&A strategy, CX innovation, and long-term priorities. Partnering with Tuchman, Swanback and Seybold will architect and execute the company's next phase of growth.

"As TTEC kicks off its 40<sup>th</sup> year, I am more excited than ever about our future. Dave and Shelly are growth-oriented and results-driven executives with deep expertise in CX and the broader digital ecosystem," said Tuchman. "The partnership between these two proven, global technology leaders will accelerate our momentum in driving profitable growth."

**Seybold Brings Decades of Experience Driving Growth with Digital, Cloud Technologies**

Seybold will begin his tenure at TTEC on Nov. 28 as CEO of TTEC Digital, responsible for leading the Digital business and driving accelerated growth and CX innovation. A dynamic and proven leader, Seybold brings more than 30 years of global expertise partnering with clients to design and implement technology solutions at scale. With extensive experience collaborating with technology partners, Seybold successfully grew businesses at IBM, Avanade NA, and Atos Americas to record levels of revenue and profitability.

"We're thrilled to bring Dave on board to lead TTEC Digital. He's an innovative global leader, with extensive cloud and CX expertise, strong partner relationships and a proven track record of delivering profitable growth," commented Tuchman.


"Digital experiences and interactions create relationships and drive growth. TTEC Digital is ideally suited to deliver these solutions on a global scale in partnership with the premier hyperscalers in the market," said Dave Seybold, incoming CEO, TTEC Digital. "I am thrilled to join TTEC at this pivotal time, where digitally-enabled CX is increasingly essential to the success of every organization."

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# ttec Press Release

## Expanded Role for Swanback

As President, Swanback will expand her responsibilities to include corporate functions as well as her role as CEO of TTEC Engage.

“In the last six months, Shelly has jumped right in. Across the globe, she is inspiring our people, connecting with our clients, and driving positive change throughout the company. Elevating Shelly’s role will amplify her ability to drive results quickly,” explained Tuchman.

## About TTEC

TTEC Holdings, Inc. (NASDAQ:TTEC) is one of the largest, global CX (customer experience) technology and services innovators for digital CX transformation. The Company delivers leading CX technology and operational CX orchestration at scale through its proprietary cloud-based CXaaS (Customer Experience as a Service) platform. Serving iconic and disruptive brands, TTEC's outcome-based solutions span the entire enterprise, touch every virtual interaction channel, and improve each step of the customer journey. Leveraging next gen digital and cognitive technology, the Company's Digital business designs, builds, and operates omnichannel contact center technology, conversational messaging, CRM, automation (AI / ML and RPA), and analytics solutions. The Company's Engage business delivers digital customer engagement, customer acquisition & growth, content moderation, fraud prevention, and data annotation solutions. Founded in 1982, the Company's singular obsession with CX excellence has earned it leading client NPS scores across the globe. The Company's nearly 62,700 employees operate on six continents and bring technology and humanity together to deliver happy customers and differentiated business results. To learn more visit us at <https://www.ttec.com>

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