



TeleTech Welcomes Kyle Priest as New Chief Strategy and Marketing Officer

April 3, 2017

Proven Strategy & Marketing Executive Brings Strong Digital Acumen, Customer Experience Thought Leadership and Transformational Business Strategy Expertise to Role

DENVER, April 3, 2017 /PRNewswire/ -- [TeleTech Holdings, Inc.](#) (NASDAQ: TTEC), a leading global provider of customer experience, engagement and growth solutions, today welcomes Kyle Priest as the Company's new Chief Strategy and Marketing Officer. In this senior leadership role, Mr. Priest will be responsible for strategy, offer management, demand generation, sales enablement and corporate marketing. He will be part of the Company's Executive Committee.



"Businesses across the globe are having an epiphany. Experiences matter. Customers expect simple, fluid experiences across every brand interaction point and if they don't get it, they are gone in the swipe of a digital screen," explained Ken Tuchman, chairman and CEO, TeleTech. "Kyle understands how digital customers think and behave. He is passionate about what we do best – customer engagement – and we are thrilled to have him joining the team."

Judi Hand, Chief Revenue Officer, noted, "Our world is changing so quickly and our clients need help visualizing and staying ahead of what is coming next. As a former senior client marketing executive and most recently, as a global agency executive with deep technology experience, Kyle not only understands our clients' opportunities and challenges, he knows how to help them navigate digital transformation in an omni-channel world."

Priest joins TeleTech from SapientRazorfish (formerly Razorfish), where he was a member of the leadership team as the SVP, Growth Alliances. Previously, Priest was the Managing Director of Razorfish's Commerce business. Based in the Dallas, TX office, Priest led the company's go-to-market growth planning for technology enablement.

"TeleTech's reputation and proven track record as a worldwide leader in customer engagement are exceptional," said Priest. "Companies across the globe are seeking a strategic partner that can bring thought leadership, technology capabilities, insights and operational excellence to bear in a very human and thoughtful way that resonates with consumers to drive growth. The company's unique ability to partner with clients to continuously deliver exceptional engagement while iteratively introducing more insight-fueled capabilities is something I'm excited to help advance and further alongside the tremendous talent and values-driven people here at TeleTech."

ABOUT TELETECH

TeleTech (NASDAQ: TTEC) is a leading global provider of customer experience, engagement and growth solutions. Founded in 1982, the Company helps its clients acquire, retain and grow profitable customer relationships. Using customer-centric strategy, technology, processes and operations, TeleTech partners with business leadership across marketing, sales and customer care to design and deliver a simple, more human customer experience across every interaction channel. TeleTech's 48,000 employees live by a set of customer-focused values that guide relationships with clients, their customers, and each other. To learn more about how TeleTech is bringing humanity to the customer experience, visit [TeleTech.com](#).

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