FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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| OMB Number: | 3235-0287 |
| Estimated average burd | en |
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

| Name and Address of Reporting Person* Singh-Bushell Ekta | | | | 2. Issuer Name and Ticker or Trading Symbol TTEC Holdings, Inc. [TTEC] | | | | | | | | | k all appli | , | | | | | |
|--|--|--|--|---|--------------------------------------|--|--|------|---|-------------|-----------------------|--|---------------------------------|---|---|-------|--------------------|--|---|
| (Last) (First) (Middle) 9197 S. PEORIA STREET | | | | 3. Date of Earliest Transaction (Month/Day/Year) 05/27/2021 | | | | | | | | | | Officer below) | (give title | | Other (s below) | pecify | |
| (Street) ENGLEV (City) | WOOD C | | 30112 (Zip) | | 4. If A | 4. If Amendment, Date of Original Filed (Month/Day/Year) | | | | | | | | 6. Ind Line) X | vidual or Joint/Group Filing (Check Applicable Form filed by One Reporting Person Form filed by More than One Reporting Person | | | | n |
| | Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned | | | | | | | | | | | | | | | | | | |
| 1. Title of Security (Instr. 3) 2. Transac Date (Month/Da | | | | Execution Date, | | Code (li | Transaction Disposed Of (D) (In: Code (Instr. 5) | | red (A) str. 3, 4 | or 4 and | Securitie Benefici | 5. Amount of Securities Beneficially Owned Following | | n: Direct r Indirect istr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) | | | | |
| | | | | | | | | Code | v | Amount | (A) o (D) | r Pr | ice | Transac (Instr. 3 | tion(s) | | | ,iii3ti. 4) | |
| | 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 Da if any (Month/Day/Y | C | 4. Transactio Code (Inst 8) | | n of E | | 5. Date Exercisable and Expiration Date Month/Day/Year) | | | 7. Title and Amount of Securities Underlying Derivative Secu (Instr. 3 and 4) | | 8. Price of Derivativ Security (Instr. 5) | | | i illy | 10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | Beneficial Ownership t (Instr. 4) |
| | | | | C | ode | v | (A) | (D) | Date Exercisable | | xpiration ate | Title | Amo or Num of Share | ber | | | | | |
| Restricted Stock Units ⁽¹⁾ | \$0 | 05/27/2021 | | | A | | 1,194 | | (1) | | (1) | Common Stock | 1,19 | 94 | \$0 | 1,194 | | D | |

Explanation of Responses:

1. The Reporting Person received 1,194 time-based Restricted Stock Units ("RSUs") on May 27, 2021. The RSUs vest in full on the earlier of: (i) the first anniversary of the date of the grant; (ii) the date of the succeeding year's annual meeting of stockholders; or (iii) any change-in-control event (as defined in the RSU Agreement).

/s/ Margaret B. McLean,

Attorney-in-Fact for Ekta 05/28/2021

Singh-Bushell

** Signature of Reporting Person Date

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

- * 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.