Wright Kelly Form 3 May 16, 2013

## FORM 3

#### UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

**OMB APPROVAL** 

**OMB** Number:

3235-0104

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January 31, 2005

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INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF **SECURITIES** 

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, response... 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 \*

Wright Kelly

(Last)

(First)

(Middle)

Statement

(Month/Day/Year)

05/16/2013

2. Date of Event Requiring 3. Issuer Name and Ticker or Trading Symbol

Tableau Software Inc [DATA]

(Check all applicable)

Executive VP, Sales

4. Relationship of Reporting Person(s) to Issuer

5. If Amendment, Date Original

Filed(Month/Day/Year)

C/O TABLEAU SOFTWARE. INC., Â 837 N. 34TH ST., SUITE 200

(Street)

Director \_X\_\_ Officer (give title below) (specify below)

10% Owner Other

6. Individual or Joint/Group Filing(Check Applicable Line) \_X\_ Form filed by One Reporting

Person

Form filed by More than One

Reporting Person

SEATTLE. WAÂ 98103

(City) (State) (Zip)

1. Title of Security (Instr. 4)

Table I - Non-Derivative Securities Beneficially Owned 2. Amount of Securities

Beneficially Owned (Instr. 4)

3. Ownership 4. Nature of Indirect Beneficial Ownership

(Instr. 5) Form:

Direct (D) or Indirect (I) (Instr. 5)

Reminder: Report on a separate line for each class of securities beneficially

owned directly or indirectly.

SEC 1473 (7-02)

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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security

(Instr. 4)

2. Date Exercisable and **Expiration Date** 

(Month/Day/Year)

3. Title and Amount of Securities Underlying **Derivative Security** 

4. 5. Conversion or Exercise

Ownership Form of Derivative

6. Nature of Indirect Beneficial Ownership (Instr. 5)

(Instr. 4)

Expiration Exercisable Date

Title

Amount or Number of Derivative Security

Price of

Security: Direct (D)

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|                             |     |            |                            | Shares  |               | or Indirect (I) (Instr. 5) |   |
|-----------------------------|-----|------------|----------------------------|---------|---------------|----------------------------|---|
| Class B Common Stock        | (1) | (2)        | Class A<br>Common<br>Stock | 270,000 | \$ <u>(1)</u> | D                          | Â |
| Stock Option (Right to Buy) | (3) | 11/18/2018 | Class B<br>Common<br>Stock | 300,000 | \$ 1.31       | D                          | Â |
| Stock Option (Right to Buy) | (4) | 02/23/2020 | Class B<br>Common<br>Stock | 30,000  | \$ 1.5        | D                          | Â |
| Stock Option (Right to Buy) | (4) | 03/29/2021 | Class B<br>Common<br>Stock | 35,000  | \$ 5.92       | D                          | Â |
| Stock Option (Right to Buy) | (4) | 02/28/2022 | Class B<br>Common<br>Stock | 100,000 | \$ 7.17       | D                          | Â |
| Stock Option (Right to Buy) | (4) | 12/09/2022 | Class B<br>Common<br>Stock | 150,000 | \$ 9.3        | D                          | Â |

# **Reporting Owners**

| Reporting Owner Name / Address | Relationships |           |                       |       |  |  |
|--------------------------------|---------------|-----------|-----------------------|-------|--|--|
|                                | Director      | 10% Owner | Officer               | Other |  |  |
| Wright Kelly                   |               |           |                       |       |  |  |
| C/O TABLEAU SOFTWARE, INC.     | â             | â         | Executive VP, Sales   | â     |  |  |
| 837 N. 34TH ST., SUITE 200     | Α             | Α         | A Executive VF, Sales | A     |  |  |
| SEATTLE Â WAÂ 98103            |               |           |                       |       |  |  |

## **Signatures**

/s/ Laura Hammond, Attorney-in-fact 05/16/2013

\*\*Signature of Reporting Person Date

### **Explanation of Responses:**

- \* If the form is filed by more than one reporting person, see Instruction 5(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).
- Each share of Class B common stock is convertible at any time at the option of the holder into one share of Class A common stock. In addition, each share of Class B common stock will convert automatically into one share of Class A common stock upon any transfer, whether or not for value and whether voluntary or involuntary or by operation of law, except for certain transfers described in the issuer's amended and restated certificate of incorporation, including, without limitation, certain transfers for tax and estate planning purposes.
- (2) Not applicable.
- (3) Fully vested.

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| (4) The option vests and becomes exercisable in equal monthly installments over the 48 months following the vesting start date.  Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, <i>See</i> 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. |
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