### Edgar Filing: VEEVA SYSTEMS INC - Form 4

Check this box if no longer subject to Section 16. Form 4 or Form 5       STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES       OMB Number: Januar Expires:       State         Form 4 or Form 5       Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, obligations may continue. See Instruction 1(b).       Filed pursuant to Section 16(a) of the Securities Exchange Act of 1935, or Section 30(h) of the Investment Company Act of 1940       State of Porting Person(s) to Issuer         (Print or Type Responses)       2. Issuer Name and Ticker or Trading Symbol       5. Relationship of Reporting Person(s) to Issuer         (Last)       (First)       (Middle)       3. Date of Earliest Transaction (Month/Day/Year)       S. Director      10% Owner					STEMS INC			
FORM 4       UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549       OMB APPROVAL Mashington, D.C. 20549         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 OF SECURITIES       OMB Number: Januar Expires:         Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, obligations may continue. See Instruction 1(b).       Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940       State of Person(s) to Issuer         (Print or Type Response)       2. Issuer Name and Ticker or Trading Symbol       5. Relationship of Reporting Person(s) to Issuer         (Last)       (First)       (Middle)       3. Date of Earliest Transaction (Month/Day/Year)      X_Director      10% Owner					5			
Check this box if no longer subject to Section 16.       STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES       Statement of the securities is the second of the	OMB APPROVAL				Л	•		
if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b). (Print or Type Responses) 1. Name and Address of Reporting Person <sup>*</sup> . Ritter Gordon (Last) (First) (Middle) 2. Issuer Name and Ticker or Trading Symbol VEEVA SYSTEMS INC [VEEV] (Last) (First) (Middle) 3. Date of Earliest Transaction (Month/Day/Year) (X_Director Last) (Middle) (X = 10% Owner				STATES	UNITED			
Subjection       SECURITIES       Estimated average burden hours per response         Section 16.       Form 4 or       response         Form 5       Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, obligations       Section 17(a) of the Public Utility Holding Company Act of 1935 or Section         may continue.       Section 17(a) of the Public Utility Holding Company Act of 1935 or Section       1935 or Section         see Instruction       30(h) of the Investment Company Act of 1940       1040         1(b).       (Print or Type Responses)       2. Issuer Name and Ticker or Trading Symbol       5. Relationship of Reporting Person(s) to Issuer         (Last)       (First)       (Middle)       3. Date of Earliest Transaction (Month/Day/Year)	Expires: January 31, 2005	IN DENIE		ΜΕΝΤ ΟΙ	er			
Form 4 or       response         Form 5       Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,         obligations       Section 17(a) of the Public Utility Holding Company Act of 1935 or Section         may continue.       Section 17(a) of the Public Utility Holding Company Act of 1935 or Section         see Instruction       30(h) of the Investment Company Act of 1940         (b).       (Print or Type Responses)         1. Name and Address of Reporting Person <sup>*</sup> 2. Issuer Name and Ticker or Trading         Symbol       Symbol         VEEVA SYSTEMS INC [VEEV]       (Check all applicable)         (Last)       (First)       (Middle)       3. Date of Earliest Transaction         (Month/Day/Year)      X_Director      10% Owner	Estimated average	subject to SIATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF						
obligations may continue. See Instruction 1(b).       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)       30(h) of the Investment Company Act of 1940         1. Name and Address of Reporting Person * Ritter Gordon       2. Issuer Name and Ticker or Trading Symbol       5. Relationship of Reporting Person(s) to Issuer         (Last)       (First)       (Middle)       3. Date of Earliest Transaction (Month/Day/Year)       5. Relationship of Reporting Person(s) to Issuer	response 0.5	Form 4 or						
(Print or Type Responses)       1. Name and Address of Reporting Person*       2. Issuer Name and Ticker or Trading Symbol       5. Relationship of Reporting Person(s) to Issuer         (Last)       (First)       (Middle)       3. Date of Earliest Transaction (Month/Day/Year)       5. Relationship of Reporting Person(s) to Issuer	obligations may continue. Section 17(a) of the Public Utility Holding Company Act of 1935 or Section							
1. Name and Address of Reporting Person <sup>*</sup> 2. Issuer Name and Ticker or Trading Symbol       5. Relationship of Reporting Person(s) to Issuer         (Last)       (First)       (Middle)       3. Date of Earliest Transaction (Month/Day/Year)       5. Relationship of Reporting Person(s) to Issuer						1(b).		
Ritter Gordon     Symbol     Issuer       VEEVA SYSTEMS INC [VEEV]     (Check all applicable)       (Last)     (First)     (Middle)       3. Date of Earliest Transaction     (Month/Day/Year)     _X_Director					Responses)	(Print or Type		
(Last) (First) (Middle) 3. Date of Earliest Transaction (Month/Day/Year)10% Owner	Issuer		Symbol	g Person <u>*</u>				
(Month/Day/Year) X Director 10% Owner	(Check all applicable)			( <b>M</b> : 141.)	(Einst)	(I t)		
C/O EMEDGENCE CADITAL 160 07/01/2015 Officer (give title Other (specify				(Middle)	(First)	(Last)		
C/O EMERGENCE CAPITAL, 160 07/01/2015 BOVET ROAD, STE. 300 Officer (give title Other (specify below) below) Delow)	Difficer (give title Other (specify below) below)		07/01/2015	AL, 160				
(Street) 4. If Amendment, Date Original 6. Individual or Joint/Group Filing(Check		-			(Street)			
Filed(Month/Day/Year) Applicable Line) _X_Form filed by One Reporting Person Form filed by More than One Reporting Person	_X_ Form filed by One Reporting Person Form filed by More than One Reporting	Year)	Filed(Month/Day/		CO, CA 94402	SAN MAT		
(City) (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned		on-Derivativ	Table I - No	(Zip)	(State)	(City)		
Security(Month/Day/Year)Execution Date, if anyTransactionor Disposed of (D) (Instr. 3)SecuritiesOwnershipIndirect(Instr. 3)anyCode(Instr. 3, 4 and 5) (Month/Day/Year)Beneficially Direct (D)Form:Beneficially Direct (D)OwnershipOwnedForm:Form:Beneficially Direct (D)Ownership Ownership	isposed of (D) r. 3, 4 and 5) Beneficially Owned Following Securities Dwnership Direct (D) Ownership Ownership Direct (D) Ownership Ownership Direct (Instr. 4)	3.       4. Securities Acquired (A)       5. Amount of Securities         e, if       Transactionor Disposed of (D)       Securities         Code       (Instr. 3, 4 and 5)       Beneficially         ('ear)       (Instr. 8)       Owned				Security		
(A) Reported (I) Transaction(s) (Instr. 4)	(A) Transaction(s) (Instr. 4)							
Or (Instr. 3 and 4) Code V Amount (D) Price	(Instr. 3 and 4)	V Amount	Code V					
Class A $\$$ Revocabl         Common 07/01/2015 $S_{(1)}^{(1)}$ 2,300 D       28.0809       341,147 I       Revocabl         Stock       (2)       (2)       (2)       (2)       (2)       (2)       (2)       (2)	0 D 28.0809 341,147 I Ritter-Metzler (2) Trust dated	2,300	S <u>(1)</u>		)7/01/2015	Common		
$2000 \frac{(3)}{(3)}$	- November 6, $2000 \frac{(3)}{2}$							
Class A $\$$ Common 07/02/2015 $S_{(1)}^{(1)}$ 2,300 D 28.1602 338,847 I Revocabl Stock (4) Trust date	$\begin{array}{cccccccccccccccccccccccccccccccccccc$	2,300	S <u>(1)</u>		07/02/2015	Common		

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

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 control number.

# Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of	2. Conversion	3. Transaction Date		4. Transact	5.	6. Date Exerc		7. Titl		8. Price of	9. Nu Dariy
Derivative Security (Instr. 3)	Conversion or Exercise Price of Derivative Security	(Month/Day/Year)	Execution Date, if any (Month/Day/Year)	(Instr. 8)	orNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)			Amou Under Securi (Instr.	lying	Derivative Security (Instr. 5)	Deriv Secur Bene Owno Follo Repo Trans (Instr
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

## **Reporting Owners**

\*\*Signature of Reporting Person

Reporting Owner Name / Address	Relationships							
Reporting O when Plane / Planess	Director	10% Owner	Officer	Other				
Ritter Gordon C/O EMERGENCE CAPITAL 160 BOVET ROAD, STE. 300 SAN MATEO, CA 94402	Х							
Signatures								
/s/ Meaghan Nelson,		07/06/2015						

## **Explanation of Responses:**

- \* 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).
- (1) The sales reported on this Form 4 were effected pursuant to Rule 10b5-1 trading plans adopted by the Reporting Person.

Date

(2) The reported price in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$27.9900 to \$28.2200 per share, inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote (2).

(3) Shares held by The Ritter-Metzler Revocable Trust dated November 6, 2000 (the "Trust"). The Reporting Person is a trustee and beneficiary of the Trust and may be deemed to share voting and dispositive power with regard to the reported shares held by the Trust. The Reporting Person disclaims beneficial ownership of the reported shares held by the Trust, except to the extent, if any,

attorney-in-fact

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of his pecuniary interest therein.

(4)

The reported price in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$28,0400 to \$28,3200 per share, inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote (4).

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