

Bromme Michael  
Form 3  
December 15, 2009

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**

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

(Print or Type Responses)

1. Name and Address of Reporting Person *		2. Date of Event Requiring Statement	3. Issuer Name and Ticker or Trading Symbol	
Â Bromme Michael		(Month/Day/Year)	DemandTec, Inc. [DMAN]	
(Last)	(First)	(Middle)	4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
		12/09/2009		
1 FRANKLIN PARKWAY,Â BUILDING 910			(Check all applicable)	
(Street)			<input type="checkbox"/> Director	<input type="checkbox"/> 10% Owner
SAN MATEO,Â CAÂ 94403			<input checked="" type="checkbox"/> Officer	<input type="checkbox"/> Other
(City)	(State)	(Zip)	(give title below)	(specify below)
			Sr. VP, Worldwide Sales	
			6. Individual or Joint/Group Filing(Check Applicable Line)	
			<input checked="" type="checkbox"/> Form filed by One Reporting Person	
			<input type="checkbox"/> Form filed by More than One Reporting Person	

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock <sup>(1)</sup>	10,688	D	Â

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

SEC 1473 (7-02)

**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 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 (Instr. 4) Title	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
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## Edgar Filing: Bromme Michael - Form 3

	Date Exercisable	Expiration Date	Amount or Number of Shares			or Indirect (I) (Instr. 5)	
Incentive Stock Option (right to buy)	Â (2)	09/09/2014	Common Stock	22,500	\$ 1.3	D	Â
Incentive Stock Option (right to buy)	Â (2)	11/17/2015	Common Stock	5,000	\$ 1.9	D	Â
Incentive Stock Option (right to buy)	Â (3)	03/23/2016	Common Stock	50,000	\$ 2.7	D	Â
Non-Qualified Stock Option (right to buy)	Â (4)	10/06/2015	Common Stock	75,000	\$ 8.74	D	Â
Non-Qualified Stock Option (right to buy)	Â (5)	06/02/2015	Common Stock	50,000	\$ 8.8	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Bromme Michael 1 FRANKLIN PARKWAY BUILDING 910 SAN MATEO, CA 94403	Â	Â	Â Sr. VP, Worldwide Sales	Â

## Signatures

By: Michael McAdam, Attorney in Fact For: Michael Bromme

12/11/2009

\_\_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).
- (1) Exempt grants of restricted stock units under the issuer's 2007 Equity Incentive Plan; 5,688 units will vest on January 15, 2010 and 5,000 units will vest on April 15, 2010, subject to the reporting person's continued service.
- (2) The stock option is fully vested and exercisable.
- (3) The stock option vests and becomes exercisable with respect to 2.0833% of the option each month until March 1, 2010, subject to the reporting person's continued service.
- (4) The stock option vests and becomes exercisable with respect to 2.0833% of the option each month until October 1, 2012, subject to the reporting person's continued service.
- (5) The stock option vests and becomes exercisable with respect to 2.0833% of the option each month until June 3, 2012, subject to the reporting person's continued service.

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.