

# CHANNEL CHIEF VIEW

## Partnership is the Fastest Way to Grow



As a channel partner—YOU—have never been more important to the success of businesses worldwide. As you think forward in 2021, remember this: Technology is not the answer, it's merely the enabler. Your people, your partnerships and your customers are, and always will be, the difference.

Now is the time to engage Ingram Micro, partner smart, and scale your success. From the simple to the complex, our channel chiefs and the teams they lead are eager to learn more about your business, listen to your needs and find more ways to grow together!

### Q. What's key to channel partners' success in 2021?

"Changing the engagement with customers is key in 2021. To succeed at scale, channel partners must focus on the end-user mission and link their IT solutions to their mission outcomes."

**Tony Celeste**, Executive Director and GM, Public Sector

"Remember, the experience is everything and you get out of it what you put in. A happy and grounded team will lead to happy and grateful customers."

**Tyler Coughlan**, VP, Customer Experience

"Take the time to plan, continue to lean on each other and stay close to your business partners, including Ingram Micro, and even closer to your customers."

**Darren Gottsemann**, Executive Director, SMB

"The partners who are truly finding success with Ingram Micro IoT are the ones who are leveraging the many services and offerings we have to help supplement or offset any gaps they may have."

**Eric Hembree**, Director, IoT

"Look for the vendors who are leaning into the channel and really want to drive net-new business to you and increase your share of wallet with existing customers."

**Eric Kohl**, VP, Security and Data Center

"Channel partners need to invest in the training, technology and talent required to sell in today's environment and lean into their

ecosystem, especially Ingram Micro, to find ways to optimize and grow their business."

**Susan O'Sullivan**, VP, Sales

"The rapid growth around digital transformation, coupled with the scarcity of resources to address assessment, migration and management need, provides a wealth of services-rich opportunities for partners."

**Tim FitzGerald**, VP, Cloud Channel Sales Americas

"Being able to lean on their vendors and distribution partners to embrace change will continue to be a competitive advantage for channel partners."

**Jeff Yelton**, VP, Infrastructure and Specialty Technologies



**Tony Celeste**  
Executive Director and  
GM, Public Sector



**Tyler Coughlan**  
VP, Customer  
Experience



**Tim FitzGerald**  
VP, Cloud Channel  
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