

Six IBM Executives Named to CRN's 2017 Women of the Channel List

ARMONK, N.Y., May 17, 2017 /PRNewswire/ -- IBM (NYSE: [IBM](#)) today announced that [CRN](#), a brand of [The Channel Company](#), has named six IBM channel leaders to its prestigious 2017 Women of the Channel list.

CRN editors select the Women of the Channel honorees based on their professional accomplishments, demonstrated expertise and ongoing dedication to the IT channel. The IBM executives named to the 2017 Women of the Channel Power list are:

- Michele Stern, Managing Director, Arrow
- Laurie Evans, Vice President of Worldwide Business Partner Digital and Commercial, Analytics, IBM Hybrid Cloud
- Jayne Franchino, Vice President, Channel Management & Transformation
- Denyse Cromwell-Mackey, Vice President, U.S. Technology Support Services, MSV & Alternative Channels
- Carola Cazenave, Vice President, Worldwide IBM Security, Routes to Market
- Pamela McCray, IBM Client Director, North America, Tech Data

CRN also included Michele Stern and Laurie Evans on its Power 100 list, which highlights the most powerful women across IT channel organizations whose expertise and vision have positioned their companies for success.

The executives who comprise the annual Women of the Channel list span the IT channel, representing vendors, distributors, solution providers and other organizations that figure prominently in the channel ecosystem. Each is recognized for her outstanding leadership, vision and unique role in driving channel growth and innovation.

"These extraordinary executives support every aspect of the channel ecosystem, from technical innovation to marketing to business development, working tirelessly to keep the channel moving into the future," said Robert Faletra, CEO of The Channel Company. "They are creating and elevating channel partner programs, developing fresh go-to-market strategies, strengthening the channel's network of partnerships and building creative new IT solutions, among many other contributions. We congratulate all the 2017 Women of the Channel on their stellar accomplishments and look forward to their future success."

The six IBM honorees are key leaders in PartnerWorld, IBM's worldwide business partner ecosystem. Through PartnerWorld, IBM Business Partners have access to competencies that help them build greater expertise, grow their businesses and drive increased profits, with a special focus on high growth areas, including cloud, cognitive and security.

"At IBM we strive to attract, nurture and celebrate strong leaders from a wide variety of backgrounds who are critical to bringing new perspectives and thinking into building innovative solutions for our partners and clients," said Marc Dupaquier, General Manager of IBM's Global Business Partners. "Each of the six IBM leaders honored by CRN in its 2017 Women of the Channel list are champions in helping our partners succeed in the Cognitive Era and I am proud to have them on our team. Congratulations to each one of them on this well-deserved recognition."

The 2017 Women of the Channel list will be featured in the June issue of CRN Magazine and online at www.CRN.com/wotc.

About IBM PartnerWorld:

To learn more about PartnerWorld, visit: ibm.com/partnerworld.

About the Channel Company

The Channel Company enables breakthrough IT channel performance with our dominant media, engaging events, expert consulting and education, and innovative marketing services and platforms. As the channel catalyst, we connect and empower technology suppliers, solution providers and end users. Backed by more than 30 years of unequalled channel experience, we draw from our deep knowledge to envision innovative new solutions for ever-evolving challenges in the technology marketplace. www.thechannelco.com

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PR Newswire

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