

IBM Channel Leaders to Present at Channel Focus North America Conference

Chris Rimer, Vice President of IBM's North American Business Partner Ecosystem, and Jamie Mendez, Director of IBM PartnerWorld, to discuss the future of distribution

ARMONK, N.Y., April 28, 2017 /[PRNewswire](#)/ -- IBM (NYSE:[IBM](#)) today announced that Chris Rimer, Vice President of North American Business Partner Ecosystem, IBM Cloud, and Jamie Mendez, Director of PartnerWorld, IBM, will address channel business experts and thought leaders at the Channel Focus North America Conference in San Diego. Taking place May 2-4, the conference brings together highly seasoned industry sales and marketing executives from around the country to lead presentations and panels in an intimate, closed forum format.

Channel Focus North America Conference provides participants with a unique forum to share the real-world strategies, tactics and best practices that they are using to grow and develop their channel businesses.

In his presentation, "The emergence of the Cloud Marketplace: Distribution goes Digital," Rimer will explain how future-thinking vendors need to leverage their long-term hardware and software distribution partners as a key enabler for digital business growth.

"In the interest of the clients we serve, IBM has designed the IBM Cloud portfolio in a way that encourages open collaboration across our channel," said Rimer. "At the conference, I will share best practices on leveraging value-added distributors as a key component of a successful digital strategy."

Mendez will co-lead panel discussions on topics including the future role of distribution, along with panelists Larry Walsh, CEO of business strategy firm The 2112 Group, and other channel leaders.

Rimer's presentation will take place Wednesday, May 3 at 4:50 p.m. PT. Friday, and Mendez will co-lead panels throughout the event. For more information on Channel Focus North America Conference, visit <http://channelfocuscommunity.net/event-info>.

For more information on PartnerWorld, IBM's program for business partners, go to <https://www-356.ibm.com/partnerworld/wps/servlet/ContentHandler/partnerworld-public>.

For more information on IBM Cloud, visit <https://www.ibm.com/cloud-computing/>.

Contact:

Betsy Rizzo

IBM Media Relations

214-356-2036

betsy.rizzo@us.ibm.com

SOURCE IBM
