



Microsoft Resource Guide

February 2025



2024 Partner of the Year

Finalist
Distributor Award

Executive Summary

Welcome to the Microsoft Resource Guide, a comprehensive document that provides details on all our teams to support your business. Whether you are looking for sales assistance, technical support, or partner opportunities across our Microsoft business unit, you will find the right resource and contact information here. By partnering with TD SYNnex, you can benefit from our strategic leadership and ongoing innovation.



Tracy Holtz

Vice President, Cloud
TD SYNnex

Tracy Holtz serves as Vice President, Cloud Solutions for TD SYNnex. She is responsible for the Microsoft business development, enablement and growth strategy. Formerly, Tracy was responsible for TD SYNnex Security and Networking Product Management Organization and Innovation. She also has held previous positions leading Tech Data's Security Strategy including vendor management, solutions development, innovation, strategic vendor strategies, direction and accelerating sales performance across portfolio leveraging vendor sales, training and enablement, and delivery services through the Tech Data partner and sales ecosystem.

Tracy joined Tech Data in 1997 beginning her career in finance prior to joining the vendor management organization in 2000. With 24+ years of experience at TD SYNnex, she has held multiple roles of progressive responsibility including in vendor management, business development, and program management.

Prior to her service at TD SYNnex, Tracy began her career in the IT industry when she joined TransWorld Electronics in 1993 and held positions in finance, sales and purchasing.

Tracy has received numerous awards and recognitions for her business and channel achievements including CRN Woman of the Channel, CRN Power 100, CompTIA Rising Star, and is passionate about educating children about AI, Cloud, and Security education and career opportunities. Tracy is based in St. Petersburg, Florida.

Thank you for choosing TD SYNnex as your trusted partner. Together, we will achieve great success.



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This guide is updated quarterly. [Get the latest guide here](#)

Sales Onboarding and Enablement

What We Do

- The onboarding team recruits and supports new CSP partners, enabling them to build their business with TD SYNEX while driving exceptional value around Microsoft Cloud solutions such as Modern Work, Azure and Dynamics
- Deliver TD SYNEX Microsoft Cloud value add presentations
- Confirm partners' eligibility to transact Microsoft CSP through the Indirect CSP channel
- Assist onboarding to StreamOne platforms for customer and license lifecycle management
- Train partners on TD SYNEX Microsoft CSP offerings and enablement programs.
- Assist through first Microsoft CSP transaction and introduce to the region-specific account management team for ongoing support and strategic growth conversations

Contact Us

Email: MSFTcspOnboarding@tdsynnex.com

Join Us

- Weekly [Brown Bag Chat](#)
- Current [promotions](#)

The Team



Tracy Holtz
VP, Cloud Solutions



Jessica Ash
VP, Modern Workplace & OEM

Jason Winecoff,
Senior Manager, CSP Onboarding

Donna Grant Business Dev. Rep.	Nathan Tammo Business Dev. Rep.	McKenzie Saad Business Dev. Rep.
Scott Adams Business Dev. Rep.	Will Richardson Business Dev. Rep.	Michelle Wattenbarger Business Dev. Rep.

Sales Modern Workplace

What We Do

- Expertise in Microsoft O365/M365 products, programs, and promotions to enhance partner opportunities and profitability
- Offer solutions to assist partners in growing their business
- Train and inform partners on the latest Modern Workplace programs and offerings
- CSP licensing and perpetual software in CSP

Ask Us About

- Current [promotions](#)
- Weekly [Brown Bag Chat](#)
- Nonprofits Office Hours
- New platform features
- Monthly CSP newsletter

Contact Us

- Contact your dedicated CSP Business Development Rep. or email: msftCSP@tdsynnex.com
- For operations, billing, and invoicing questions, email: MicrosoftCldSalesOps@tdsynnex.com

The Team



Tracy Holtz
VP, Cloud Solutions



Jessica Ash
VP, Modern Workplace & OEM

Courtney Williams, Justin Pagliuco, Managers, Modern Workplace
Jason Winecoff, Senior Manager, Modern Workplace

WEST email: MWPsales11	CENTRAL NORTH email: MWPsales12	CENTRAL SOUTH email: MWPsales13	NORTHEAST email: MWPsales14	SOUTHEAST email: MWPsales15
Charles Wooten Business Dev. Rep.	Caleb Overdeer Business Dev. Rep.	Sumairuddin Mohammed Business Dev. Rep.	Britany Steiner Business Dev. Rep.	Adam Henley Business Dev. Rep.
Jane Rodriguez Business Dev. Rep.	Joshua King Business Dev. Rep.	Adam Pijanowski Business Dev. Rep.	Steven Sanchez Business Dev. Rep.	Derek Wolford Business Dev. Rep.
Kenny Dang Business Dev. Rep.	Tammy Allinder Business Dev. Rep.	Rhonda Demory Business Dev. Rep.	Sharon White Business Dev. Rep.	Shanita Akins Business Dev. Rep.
Dominic Di Rado Business Dev. Rep.	Yahaira Gutierrez Business Dev. Rep.	Devin Rollins Business Dev. Rep.	Stephen Sawayda Business Dev. Rep.	Akil Hisani Business Dev. Rep.
Nathan Tammo Solution Specialist	Donna Grant Solution Specialist	McKenzie Saad Solution Specialist	Scott Adams Solution Specialist	Michelle Wattenbarger Solution Specialist
	Will Richardson Solution Specialist			

Sales

Microsoft 365 Copilot & Security

What We Do

Microsoft 365 Copilot Team

- Broad knowledge of Copilot programs and promotions
- Help partners match Copilot opportunities to resources to close the deal
- Connect partners with our Copilot CloudLab Experience (CCE) for live demonstrations
- Provide partner and end user training

Security Team

- Provides training in Microsoft 365 Security, Azure Security, and compliance
- Provides service assessments and demos via Cyber Range
- Facilitates partner enablement across sales and technical
- Employs pre-sales engineers to qualify solutions, conduct demos, and best practices

Contact Us

Email: Copilot@tdsynnex.com

Ask Us About

- Copilot [SWAY](#) page
- [Copilot CloudLab Experience](#) (CCE)
- Channel Academy Security [Fundamentals](#) and [Advanced](#) training

The Team



Tracy Holtz
VP, Cloud Solutions



Shelley Green
Director

LaFreda Chrispen
Manager, Copilot Team

Angela Galecki
Business Dev. Rep.

Bettina Lennick
Business Dev. Rep.

Field Trainer

Andrew Brathwaite
Business Dev. Executive

Security
M365 & Azure

Danny Frenkel
Business Dev. Rep.

Veronica Odom
Business Dev. Rep.

Sales

Azure Acceleration

What We Do

- Develop strategies and go-to-market plans to build and grow your Azure practice
- Provide education on Azure and TD SYNnex investment programs
- Help partners access new markets and opportunities
- Recommend Azure solutions and training
- Assist with using the Azure pricing calculator
- Identify end customer Azure opportunities with partners

JumpStart

Ask us about Azure migrations and funding programs.

Contact Us

Azure_NorthEast@tdsynnex.com	CT, NH, MA, ME, NJ, NY, PA, RI, VT
Azure_SouthEast@tdsynnex.com	DC, DE, FL, GA, MD, NC, SC, VA
Azure_NorthCentral@tdsynnex.com	IA, IL, IN, KY, MI, MN, OH, TN, WI, WV
Azure_SouthCentral@tdsynnex.com	AL, AR, KS, LA, MS, MO, NE, OK, TX
Azure_West@tdsynnex.com	AZ, CA, CO, ID, MT, ND, NM, NV, OR, SD, UT, WA, WY

The Team



Tracy Holtz
VP, Cloud Solutions



Steve Groth
Director, Azure

Sean Williams, Sr. Manager, Azure

Alec Johnson BDE, Northeast	David Vegthe BDE, Southeast	Allen Ayon BDR, Northcentral	Roberto Lopez BDR, Southcentral	Dennis Kottke BDR, West
Kathrine Love BDR, Northeast	Mitchell Edwards BDR, Southeast	Derek Spalding BDR Northcentral	Lauren Appel BDR, Southcentral & Gov	Jake Eppert BDR West
Jack Tidwell BDR, Northeast	Ryan Ross BDR, Southeast	Sarah Linney BDR, Northcentral		Ryan Tye BDR, West
Sarak Chea BDR, Azure Recruit	Christine Libbey BDR, Strategic Accounts	Ashley Connolly SBM, DCO	Stefanie Nogueira PEM, ISV	

Sales Dynamics

What We Do

Modern Workplace Attach & Enablement

- Recruit new partners into Dynamics
- Create new revenue streams for Modern Workplace partners
- Reward Modern Workplace partners with Dynamics licensing

Dynamics Recruit

- Onboard new Dynamics partners to the TD SYNnex Partner to Partner (P2P) network

Dynamics Acceleration

- Drive qualified end-user leads directly into Dynamics partner's pipeline
- Provide MDF and additional resources to accelerate growth for Dynamics partners
- Strategic partnership with the Ally program

Partnership Benefits

- Drives new revenue opportunities through the TD SYNnex P2P and Ally programs
- Access to a team that articulates Dynamics's specialized strategies, products and expanding offers
- A level of Dynamics expertise and specialization that stands apart from other distribution functions
- End-to-end value from the first engagement uncovering partner opportunity to delivering a seamless order process

Contact Us

Email: MSDynamics@tdsynnex.com
(US or Canada)

The Team



Tracy Holtz
VP, Cloud Solutions



Tracy Beyer
Sr. Manager, Vendor Business

USA

Eric Walker
Business Dev. Rep.

Shannon Smith
Business Dev. Rep.

Christopher Godwin
Business Dev. Rep.

Arika Floodine
Strategic Business Manager.

AJ Conrad
Business Dev. Rep.

Canada

Alejandro Libertella
Business Dev. Rep.

Sales Volume Licensing

What We Do

Support Sales Teams for:

- Open Value (OV) commercial, charity and government – new orders, anniversaries, renewals, and add-ons
- Open Value Subscription (OVS) commercial, charity and government - new orders, anniversaries, renewals, and add-ons
- Services Provider License Agreement (SPLA) new accounts and monthly reporting
- Independent Software Vendor (ISV) Royalty new accounts and monthly reporting

Contact Us

OV and OVS agreements: msftvolumelicensingus@tdsynnex.com

SPLA agreements: MicrosoftSPLA2@tdsynnex.com

ISV Royalty agreements: MicrosoftISV2@tdsynnex.com

The Team



Warrick Bowman
Vendor Business Manager

Angelo Boykins Partner Operations Manager	Danny Yang Partner Operations Manager	Jennalyn Chan Associate PM, Team Leader	Errick Bacay Associate PM, Team Leader
Shawna Foster Partner Operations Manager	Milan Takacs Partner Operations Manager	Melo Garcia Associate Product Management	
Shawna Mitotes Partner Operations Manager, Lead		Tressa Dequito Associate Product Management	

Sales

OEM/FPP/ESD Licensing

What We Do

- Position OEM and Retail versions of Microsoft Office, Windows Server, and Windows 11 Client
 - Full Packaged Product (FPP)
 - Electronic Software Delivery (ESD)
 - Original Equipment Manufacturer (OEM)
- Business development and pipeline management
- Our team of subject matter experts serve as an extension of the greater team at Microsoft
- Assist with part lookup, product recommendations, and answering technical questions
- Increase the revenue and margin of hardware opportunities by attaching our software solutions
- Work with system builders and integrators looking to install Windows Server or Windows Client
- Customized trainings, including technical deep dives and product updates
- Lead calls with partners and/or end-customer

Contact Us

Microsoft OEM email: TDMicrosoft@tdsynnex.com

Education Team email: Education@tdsynnex.com

The Team



Tracy Holtz
VP, Cloud Solutions



Jessica Ash
VP, Modern Work & OEM

Kathleen Widner
Manager, Vendor Solutions

Bob Brick
Strategic Business Mgr.
Windows Client

Alonso Nava
Business Dev. Rep.
Microsoft Office

Anderson Taveras
Strategic Business Mgr.
Windows Server

Sales

Windows 11 Pro Devices

What We Do

Awareness & Enablement

- Reseller and customer facing trainings and demos
- Share sales & marketing collateral
- 1:Many Technical Assessment Readiness Events
- Close partnerships with OEM and Silicon vendor teams

Customer Lead Generation

- Warm lead generation through Fishtank to connect partners to end-customer opportunities
- Device refresh propensity data across OEMs
- Windows 11 Pro DemandSolv Channel
- Through reseller marketing campaigns

Closing the Sale

- End-customer financing through TD SYNnex Capital
- Leverage our device refresh offerings with ServiceSolv

Contact Us

Microsoft OEM email: TDMicrosoft@tdsynnex.com

Education Team email: Education@tdsynnex.com

The Team



Tracy Holtz
VP, Cloud Solutions



Jessica Ash
VP, Modern Workplace & OEM

Kathleen Widner
Manager, Vendor Solutions

Marjorie Brandon
Business Dev. Rep.
Commercial

Sonny Vitale
Strategic Business Mgr.
Commercial

Alex Fitzhugh
Business Dev. Rep.
Education

Sales Microsoft Surface



What We Do

Business Development

- Business development and support to help partners grow their Surface business
- Account set-up, authorization, and onboarding
- Monthly business reviews
- Pipeline management
- Solution selling and cross collaboration
- Identify opportunities, and proactively develop new ways to uncover business

Contact Us

Email: surface@tdsynnex.com or surfacehub2@tdsynnex.com

Sales Operations

- Pricing and quoting support
- Deal registration assistance
- Inventory look-up
- Tracking
- Product compatibility

Product Management

- SKU set up and maintenance.
- Inventory management
- Promotions and special pricing agreement management
- Cost and profitability management
- Forecasting and rebate tracking

The Team



Anthony Tanoury
VP, Vendor Management



Emily McFadden
Dir., Vendor Management



Pre-Sales Microsoft CSP Cloud Sales Engineers

What We Do

- Assist with cost estimation and help partners understand how to create estimates
- Assist with product selection and provide a clear understanding of its capabilities
- Demonstrations and feature walkthrough all Microsoft CSP and Surface products
- Investigate projects with resellers to design customer-specific solutions
- Perform high-level reviews of an environment and provide suggestions for optimization
- Provide cloud best practice advice to help the customer gain optimal value from the cloud

Contact Us

Send an email to our team mailbox to create a request:
 Modern Workplace: Msft-SE-M365-na@tdsynnex.com
 Dynamics: Msft-SE-Dynamics-na@tdsynnex.com
 Azure: Msft-SE-Azure-na@tdsynnex.com

Join Us

Register for our weekly
[Cloud Technical Series](#)

The Team



David Bloom
 Sr. Mgr., Cloud Engineering



John Petersen
 Sr. Mgr., Cloud Engineering

Azure

Marcus Irvin Solutions Architect	Brett Johnson Solutions Architect
Tony Ferrara Solutions Architect	John Moegling Solutions Architect
TJ Turner Solutions Architect	Matt Crumb Solutions Architect
Mike Morrison Solutions Architect	Gregory Wilson Solutions Architect
Nigel Barnes Solutions Architect	

Modern Workplace

Andy Ellison Solutions Architect	Mark Layton Solutions Architect
Meka Newell Smith Solutions Architect	Caleb Nguyen Solutions Architect
Harpreet Singh Solutions Architect	Jack Sproul Solutions Architect
Mike Spadolini Solutions Architect	Charles Rweyendela Solutions Architect
Warren Bond Solutions Architect	

Enablement Services

Cloud Sales Engineers

What We Do

Technical Enablement Services

- Assist partners moving into Microsoft Cloud and adapting new technologies
- Provide in-depth technical training to help expand footprint in the cloud and build new revenue streams
- Deliver Microsoft Technical Workshops and Technical Walkthrough classes
- Created on-demand videos, allowing partners to learn at their own pace and refer back during solution deployment
- Assist partners building proof of concept environments and provide feature demos

Contact Us

Questions on our services?

Email: CloudEnablementServices@tdsynnex.com

Azure Move Validation Assessment

- Seamlessly migrate your Azure subscriptions (PAYG & EA) to CSP with TD SYNnex's Azure Move Validation Service, ensuring a smooth transition.

Cloud Migration Factory (CMF)

- Effortlessly move on-prem or other cloud resources to Azure. TD SYNnex and Microsoft handle the heavy lifting for a fast, easy migration.

Free Classes

View and register for any of our technical classes on our LMS site TD SYNnex [Channel Academy](#). Setup an account for free.

The Team



Ken Lince
Dir, Product Management



Paul Jaeger
Sr. Mgr., Cloud Engineering

Enablement

Anil Patel
Solutions Architect

Mike Brodbeck
Solutions Architect

David Tulley
Solutions Architect

Rich Hartman
Solutions Architect

Russ Seaman
Solutions Architect

High Growth Technologies Security, Cloud & Data-IoT-AI

What We Do

- Consult on areas of growth for partners
- Primary contact for the MSP Evolve Program
- Introduce partners to new technologies and productivity solutions
- Coordinate with vendor teams and commercial sales
- Our experts are trained to listen to your needs and your customers' needs, and carefully diagnose each challenge and aggregate solutions that meet complex demands of healthcare, retail, public, smart cities and industrial business sectors.

Contact Us

Email: CloudSolutionsSales@tdsynnex.com

MSP Evolve Program

- A free program available to TD SYNnex MSPs, offering comprehensive support and resources to foster growth and innovation
- The program offers high-growth specialization tracks, plus a wide range of capabilities across the categories of:
 - ✓ Partner strategic development
 - ✓ Training and enablement
 - ✓ Marketing support
 - ✓ Financial solutions
 - ✓ Operational services
 - ✓ StreamOne® cloud platform
 - ✓ Professional services

The Team



Meredith Payne
Sr. Dir, Product Management



Debra Neumeier
Sr. Manager, Sales

Bert Williams Business Dev. Rep.	Christopher Burrows Business Dev. Rep.	Cory Stringer Business Dev. Rep.	Craig Garrison Business Dev. Rep.	David Borges Business Dev. Rep.
David De Pombo Business Dev. Rep.	Frank Jacobs Business Dev. Rep.	Jeff Webb Business Dev. Rep.	Lauren Gwinn Business Dev. Rep.	Nichole Cardinale Business Dev. Rep.
Paul Tibaldi Business Dev. Rep.	Raymond Barrett Business Dev. Rep.	Robert Guernick Business Dev. Rep.	Shaun Kennedy Business Dev. Rep.	Wayne Anderson Business Dev. Rep.

Break-Fix Tech Support

Microsoft Cloud Support

What We Do

- Based on support offering selected by partner the technical support teams provide 24x7x365 or Business Hour Only Technical Break/Fix Cloud Product Support to partners and customers.
- Provide Break-Fix Technical Support for Microsoft CSP cloud-based products including Microsoft Azure, Dynamics and Modern Workplace solutions.
- Manages all technical cloud product support cases, including escalations, until they are resolved.
- Monitors and actions Microsoft fraud and usage spike alerts for customer Azure environments.
- Provide training and demos of TD SYNnex Request Manager, and Case Management Platform.

Contact Us

Commercial Support: CSPSupport@tdsynnex.com

Government Support: OPSCenter@dlt.com

The Team



Adam Nissley
Sr. Manager, Cloud Support
and Managed Services



Jason Conine
Supervisor, Microsoft Technical
Support

Ram Gautam Supervisor	Aditi Jhajharia Supervisor	Simanta Tamuli Supervisor	Monty Chauhan Team Lead
Hitesh Bhatt Team Lead	Shumail Khan Team Lead	Mohammad Salik Team Lead	Nic Brinza Team Lead
	Harkaran Singh Team Lead	Ashmita Raipuria Team Lead	

Microsoft CSP Solutions Management

What We Do

Solutions Manager

- Implement business development strategies with TD SYNnex Partners to develop new solution areas
- Support cross functional communication with TD SYNnex business units
- Perform research, analysis, and reports on various program/activity impact for Microsoft (Compass reports, CloudAscent)
- Manage the customer journey and lifecycle management to increase customer lifetime value

Programs and Communication

- Program messaging and guidance on the Microsoft AI Cloud Partner Program (MAICPP), and Microsoft Commerce Incentives (MCI)
- Content creation, and updates to partner-facing webpages, monthly newsletter, and internal [Microsoft CSP SharePoint Communications site](#)
- Identify opportunities to enhance customer messaging and experience

The Team



Tracy Holtz
VP, Cloud Solutions



Tracy Beyer
Sr. Manager, Vendor Business

Solutions Manager

Ana De Souza
Strategic Business Manager

Jennifer Ohlsen
Strategic Business Manager

Programs &
Communication

Ana Stranaghan
Strategic Business Manager

Enablement Microsoft Partner Program

What We Do

The **Microsoft AI Cloud Partner Program (MAICPP)** is the partner program for all Microsoft partners – whether you build and sell services, software solutions or devices. As a part of MAICPP, you have access to benefits, resources, programs, and tools to help you train your team, build innovative solutions, differentiate in the marketplace, and connect with customers.

TD SYNnex helps our CSP partners navigate the program and provide guidance to elevate your status so you can maximize all the benefits and incentive opportunities available to you.

MAICPP Clinics

- Live sessions on Microsoft's partner program
- Get questions answered on MAICPP
- Expert tips and insights on earning a Solutions Partner designation
- Increase your knowledge on Microsoft Commerce Incentives (MCI) rebate/co-op
- [Register for a Session](#)

Microsoft Practice Builder

- Free resources and enablement tools available on-demand and self-serve
- Solutions Partner designation resources
- Multiple solution paths aligned with MAICPP
- [Sign up for Microsoft Practice Builder](#)

Coaches

- Leverage additional one-on-one support with MAICPP Subject Matter Experts
- Improve partner capability scores
- Accelerate skills and competency development
- Tap into our extensive Coaches Network
- [Connect with Coaches](#)

Skilling

- [ExitCertified](#) provides Microsoft instructor-led classes to meet certification requirements across Azure, Modern Work, Business Applications and Security
- [Free exam vouchers](#) available on request

Contact Us

Questions? Reach out to us and join the MAICPP Clinics.

Consulting and Workshops Practice Builder

What We Do

Practice Builder

The Practice Builder framework empowers partners with tailored support to strategize, differentiate, and develop go-to-market plans in areas such as AI, Cloud, Security, and Data/IOT, with a focus on generating predictable, repeatable, and scalable revenue.

Business Consulting Services

- Practice Builder is designed to be flexible and accommodate your company's needs
- We meet you where you are in your business

Contact Us

Email inquiries to PracticeBuilder@tdsynnex.com

The Team



David Chao

Director of Business Development, AI COE

Business Consulting Services

Egbert Oostburg Program Manager, AI Accelerator	Christopher Walker Strategic Enterprise Consultant	Deb Okura Marketing Consultant
Jade Witte Strategic Enterprise Consultant	Jeffrey Sanders Strategic Enterprise Consultant	Connor Eyerly Practice Builder Consultant

Microsoft Product Management

What We Do

- Cloud billing and operations
- Platform ION and STELLR roadmap management
- Owns and manages the strong operations partnership with Microsoft
- Provide internal support to business teams
- Leads Microsoft Marketplace strategy and operations



The Team



Ken Chumbley
VP, Vendor Management



Terry Christmas
Sr. Director, Product Management

ION Onboarding	Cloud / ION	Cloud / STELLR	OEM
Joshua Moran Mgr, Product Management	Dan Coffin Mgr, Product Management	Miranda Harrison Mgr, Product Management	Brian Kossin Vendor Business Manager
Brandi March Product Manager	Michael Diggin Vendor Business Manager	Brian Williams Vendor Business Manager	
Joseph Thompson Partner Operations Manager	Nicholas Forner Vendor Business Manager	Hannah Carpenter Product Mgr.	
Tia Holmes Partner Operations Manager	Mike Smith Vendor Business Manager	Kellan Nix Vendor Business Manager	
Sam Green Technical Product Manager	Tyler Shelton Vendor Business Associate	Richard Latta Vendor Business Associate	
	Tammy Proctor Partner Operations Manager	Warrick Bowman Vendor Business Manager	
	Garrett DeVault Partner Operations Manager		

Microsoft Vendor Marketing

What We Do

- Owns and manages the strong marketing business partnership with Microsoft
- Conducts in-depth market discovery to understand business plans, objectives, market challenges, competitive landscape, product roadmap, and accordingly, develops strategic marketing programs to meet business unit goals and objectives
- Executes marketing strategies, demand generation, sales enablement, and communications

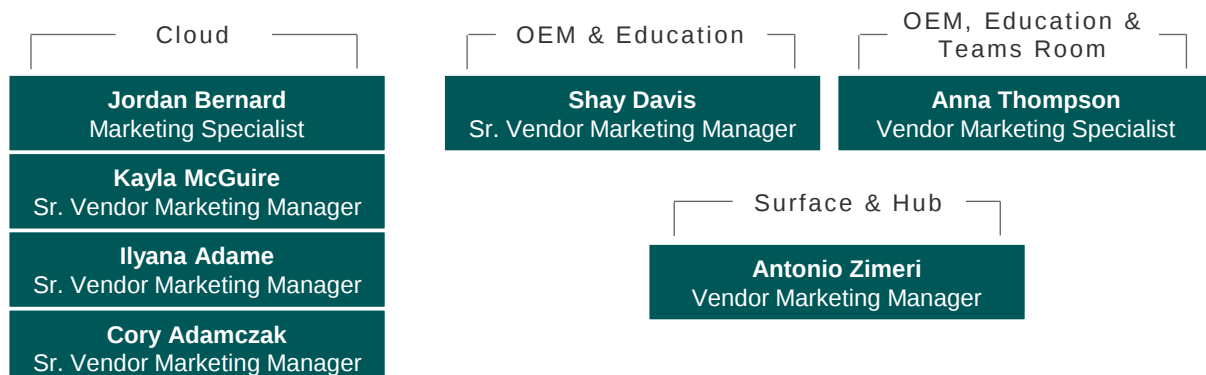
Free Partner Marketing Tools

- [TD SYNnex DemandSolv](#)
- [Digital Marketing Content](#)
- [Microsoft Cloud Marketing Content](#)
- [Partner Go-To-Market Toolbox](#)
- [Surface Gallery](#)
- [Surface Campaigns](#)

The Team



Rebecca Huguley
Sr. Manager, Vendor Marketing



Thank you

This guide is updated quarterly. [Get the latest copy here](#)

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- [Weekly Cloud Technical Series](#)
- [Current Promotions](#)
- [Copilot SWAY page](#)
- [TD SYNEX Channel Academy](#)
- [TD SYNEX DemandSolv](#)
- [TD SYNEX Microsoft website](#)
- [Microsoft Marketing Communication Opt-in](#)
- [Microsoft Announcements](#)
- [Microsoft Americas Community Hub](#)
- [CSP & Licensing Spotlight Webinars](#)
- [Microsoft Partner Program Website](#)
- [Americas Partner Community LinkedIn](#)
- [Microsoft Commerce Incentive Webinars](#)
- [Microsoft Commerce Incentives Resources](#)
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- [Azure](#)
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Microsoft

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Distributor Award