# 2025 Next-Gen Solution Provider Leaders Application

**CRN’s sixth annual Next-Gen Solution Provider Leaders project, publishing online, recognizes today’s rising-star solution provider executives, directors and managers who are poised to be tomorrow’s channel leaders.  
  
The list honors employees 40 years of age or younger (Must be 40 years old or younger as of Oct 27, 2025) who have made significant contributions in driving growth and/or strategic direction over the last year to the channel companies they work for, including Integrators, VARs, MSPs, IT Consultants and other solution provider organizations for their accomplishments over the past year and the far-reaching impact they are having on the technology industry going forward.  
  
Individuals who were on the list last year ARE ELIGIBLE to apply this year, so long as they still meet the age requirement.  
  
CRN editors will review each application and select the winners, who will be touted on CRN.com in October. There is no fee to apply.**

**All applications MUST be submitted electronically through this online application tool.  Email applications will not be accepted.**

**Fields marked with an asterisk (\*) are required.**

**Application must be submitted by 11:59pm PDT on Friday, August 1st  
  
Questions? Please contact** [**rwhiting@thechannelcompany.com**](mailto:rwhiting@thechannelcompany.com)

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### 1) ****Primary Contact Information:**** The person filling out this form will be CRN/The Channel Company's primary contact should any questions arise. Please enter your contact information below.

Your First Name\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Last Name\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Your Title\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Your Organization\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email Address\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone Number\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Extension, if applicable: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name of person that you will be applying for (if self, please enter your own name):\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### 2) ****PR Contact Information:**** Please enter the contact information for the PR/Marketing/Communications person we should notify if your applicant wins in order to be able to send you pertinent marketing materials regarding the win.

First Name\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Last Name\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Organization\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email Address\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone Number\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Extension, if applicable: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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### 3) For the rest of this application, all questions apply to the person who should be considered for the award (i.e. the person applying/being nominated). If you are filling out this application on someone else's behalf, please answer for you nominee rather than yourself. ****Applicant Information:****\*

First Name\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Last Name\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Company\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email Address\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone Number\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Extension, if applicable: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

City\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

State\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Company URL\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Years In Current Position\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Years In The Channel\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

LinkedIn URL: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Age:(\*Must be 40 years old or younger as of Oct. 27, 2025 - age will not be published)\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### 4)

**Which of the following best describes your current primary business model (that which contributed/will contribute the highest percentage over the last year)?  
Please select one choice from below.**

#### ****To view a description of each business model, place your cursor over the text.****\*

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|  | VAR (Value added reseller) |

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|  | Consultant |

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|  | Systems Integrator |

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|  | Commercial ISV |

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|  | Direct Market Reseller |

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|  | Custom Systems Builder |

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|  | Managed Service Provider |

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|  | Hosting Services Provider |

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|  | Cloud Broker |

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|  | Application Developer |

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|  | Digital Marketing Agency |

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|  | Service Provider Agent |

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|  | Retailer/etailer |

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|  | Cloud Aggregator/Marketplace |

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Other (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\*

### 5) Applicant Bio and Background ​(200 words max)\*

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### 6) Do you have any direct reports?  If so, how many?\*

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**7) Why should you be viewed as an emerging leader? Describe how you have shown growth and leadership potential throughout your career. (100 words max)\***

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### 8) What role do you see the IT channel playing in shaping the IT industry? ​(50 words max)\*

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### ****Accomplishments and Impact**** ****In this section, please provide insight into how you have contributed to the success of your organization's business strategy over the last 12 months.**** ****In Part A, provide a brief overview. In Part B, please provide a more detailed view. In Part C, please provide an idea you have introduced to your company and what impact it has had.****

### ****Part A:**** Provide a brief synopsis of your key accomplishments over the last year. Please answer this with a view toward your own accomplishments as opposed to your company's. [i.e. not what your company achieved but the role you played in how your company achieved it] (50 words max)\*

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### ****Part B:**** How have you personally helped advance your company's channel business over the past year? (100 words max)\*

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### ****Part C:**** What innovative idea have you introduced to your company over the last year and what impact has it had?\*

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### Additional Questions

### 9) What are your company’s goals for the next year and how are you helping reach those goals? (50 words max)\*

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### 10) What honors, awards or commendations have you won over the past year? Please provide details of the honor, why you received it and the entity or person who awarded it to you. These can be from your work life or personal life. (50 words max)

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### 11) What impact is AI having on your business now and how do you expect that impact to evolve over the next year? (50 words max)\*

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#### 12) In order to complete and submit your application, please upload the applicant's photo below (max file size 10mb).  The photo must be high resolution, ****300dpi JPG or TIFF****.  This image will be used online and in print. Editorial deadlines prevent us from requesting an alternative photo from you, in the event that the one you are about to upload is not suitable. Once you select your photo, you must click the "upload button" in order for your photo to upload successfully. ****Please make sure you click "Submit" (at bottom of application) once the upload is complete in order to submit your application.****\*

# Thank You!

### Your application has been submitted. Within the next hour, you will receive a confirmation email. If not, please reach out to [Cody Savoie](mailto:CSavoie@thechannelcompany.com?subject=Next-Gen%20SP%20Leaders%20Inquiry) (CSavoie@thechannelcompany.com) \*Please take the time to review your application once you submit it. Please note your application will be published as is. Any corrections needed after publication will be subject to a $50 administrative fee. Thank you.