# 2026 Channel Chiefs Application: NA & Global

### ****This Channel Chiefs application is for executives with U.S., North America or global channel authority. Executives with responsibilities for EMEA or APAC should apply here:**** [2026 Channel Chiefs Application - EMEA & APAC](https://survey.alchemer.com/s3/8056976/2025-Channel-Leaders-Application-EMEA-APJ-WIP) [Click here to download a blank copy of the application for planning purposes. Application must be submitted via our online tool to be considered.](//surveygizmolibrary.s3.amazonaws.com/library/245197/2026_Channel_Chiefs_Applicationjhfedit.docx) In February of 2026 CRN will recognize the top channel executives in the industry with its annual CRN Channel Chiefs list, the definitive guide of channel management movers and shakers.   The Channel Chiefs list identifies the channel executives who consistently defend, promote and execute effective channel partner programs and strategies. Those making the list will be chosen by CRN editors based on their track record of channel accomplishments, standing in the industry, dedication to the partner community and plans for driving future business innovation and channel growth. Inclusion on the prestigious Channel Chiefs list recognizes the commitment of the selected executives and their companies to current and prospective channel partners. Those selected for the comprehensive Channel Chiefs list also will be eligible for consideration for CRN's "2026 Most Influential Channel Chiefs" list, which spotlights a small subset of Channel Chiefs honorees as the top executive leaders driving the channel agenda. Executives with responsibility focused on other geographies (i.e. EMEA, APAC) are not eligible for the NA & Global version and should apply here: [2026 Channel Leaders Application: EMEA & APAC](https://survey.alchemer.com/s3/8056976/2025-Channel-Leaders-Application-EMEA-APJ-WIP)

### ****Eligibility:**** ****This application is for channel executive leaders with U.S., North America or global responsibilities.**** ****Executives must submit a completed application and pay the application fee according to the timeline outlined below in order to be considered for inclusion in the 2026 Channel Chiefs project.**** Executives chosen for the Channel Chiefs list in previous years ARE eligible to apply for the 2026 list. Companies may submit multiple executives for consideration, for example a global channel leader, a North America channel leader, and a channel marketing leader. Executives who apply should be considered senior channel leaders within the organization with direct responsibility for guiding and/or implementing channel strategy and programs at the company. ****NOTE:**** Executives must occupy their channel chief position as of press time (February 2026) to be eligible. ****DEADLINE: Please submit your completed application by 11:59PM PST on FRIDAY, October 17th, 2025 to be considered for the 2026 Channel Chiefs list.**** All applications must be submitted ****ONLINE****.  Please do not submit your entry until your answers are final. CRN expects to notify this year's distinguished group of the Channel Chiefs in December 2025. If you have any questions regarding the application, please contact Rick Whiting at [rwhiting@thechannelcompany.com](http://thechannelcompany.com)

### Questions marked with an asterisk (\*) are required

### ****APPLICATION FEE: PAYMENT MUST BE MADE AT THE TIME OF APPLICATION SUBMISSION.  An application cannot be submitted without payment.**** The fee per application is ****$395****.

### ****Contact Information For The Person Submitting This Form****

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

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

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

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

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

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

### ****The rest of the application will be asking for information about the Channel Chief applicant only, please make sure you are only entering information associated with the person you are applying for!****

## Regional Responsibilities

### Before we begin, we want to be sure you are using the correct application for your needs. Please answer the following questions below about the geographic responsibilities of ****THE CHANNEL EXECUTIVE YOU ARE APPLYING FOR****

#### What is the geographic scope of your responsibilities?\*

( ) Global

( ) North America only

( ) U.S. only

( ) Multiple geographic locations, but not global (NA, LATAM, EMEA, APAC, etc.)

( ) We do not scope responsibilities by geographic location.

#### Which geographic location or locations do you have responsibility for?\*

Please select all that apply.

[ ] North America (NA)

[ ] Latin America (LATAM)

[ ] Europe, the Middle East, and Africa (EMEA)

[ ] Asia-Pacific (APAC)

[ ] Other (not listed above):: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\*

#### Choose the statement that best describes your role/responsibilities:\*

( ) I am the top-level global channel executive at my company

( ) I am the top-level NA or US channel executive at my company

( ) I am the top-level channel executive for a specific region (non US/NA)

( ) I am an executive overseeing global channel marketing

( ) I am an executive overseeing NA or US channel marketing

( ) I am an executive overseeing channel marketing for a specific region (non US/NA)

( ) I am an executive overseeing global channel sales

( ) I am an executive overseeing NA or US channel sales

( ) I am an executive overseeing channel sales for a specific region (non US/NA)

( ) I am an executive overseeing global channel programs

( ) I am an executive overseeing NA or US channel programs

( ) I am an executive overseeing channel programs for a specific region (non US/NA)

( ) I am an executive overseeing global channel operations

( ) I am an executive overseeing NA or US channel operations

( ) I am an executive overseeing channel operations for a specific region (non US/NA)

( ) I am an executive overseeing global distribution

( ) I am an executive overseeing NA or US distribution

( ) I am an executive overseeing distribution for a specific region (non US/NA)

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

### We're sorry for the inconvenience, but your answers indicate that you might be better suited filling out our New 2026 Channel Chiefs: EMEA & APAC application. We are redirecting you to that application now! If you think this was done in error, please feel free to reapply or reach out to our team for assistance!

### ****Channel Chief & Company Information****

Channel Chief First Name\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Channel Chief Last Name\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Channel Chief Title\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

Company HQ Location (City)\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Company HQ Location (State/Province)\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

LinkedIn Profile (URL)\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Channel Chief Email Address\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Channel Chief Phone Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### Estimated 2026 Total Company Revenue\*

This information will only be measured in aggregate and not published on the applicant’s profile

( ) Less than $1 Million

( ) At least $1 Million, but less than$10 Million

( ) At least $10 Million, but less than $100 Million

( ) At least $100 Million, but less than $1 Billion

( ) At least $1 Billion, but less than $10 Billion

( ) At least $10 Billion, but less than $100 Billion

( ) $100 Billion or more

( ) Do not wish to disclose

Company's percentage of revenue from channel and alliance partners:: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### Channel Chief Bio and Background\*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Number of years in current role\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Number of years with the company\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Number of years involved with indirect channels and/or alliances\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### Are you the highest-ranking channel executive in your organization?\*

( ) Yes

( ) No

If not, who is? Please provide their name and title.\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

To whom do you report in your organization (name/title)?\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Does that individual report to your organization's CEO/president? If not, how far removed?\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Estimated channel organization employee headcount Global: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Estimated channel organization employee headcount in NA: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### Channel Sales and Channel Marketing Resources

If you do not wish to disclose, please leave this blank  
  
Please enter whole numbers only

What percentage of overall marketing budget is dedicated to channel marketing?: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Number of Worldwide Channel Partners: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Number of North American (NA) Channel Partners: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Number of Latin America (LATAM) Channel Partners: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Number of European, the Middle Eastern, and African (EMEA) Channel Partners: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Number of Asia-Pacific (APAC) Channel Partners: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### Describe your personal channel philosophy\*

100 words max

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### Please rank at least 5 in order of importance, where 1 is most important, the metrics on which channel partners should be rewarded\*

\_\_\_\_\_\_\_\_Ability to execute a “land and expand” sales strategy

\_\_\_\_\_\_\_\_Ability to deliver business outcomes to customers

\_\_\_\_\_\_\_\_Breadth of portfolio sold (i.e.: selling multiple products from my company’s portfolio)

\_\_\_\_\_\_\_\_Certification Levels

\_\_\_\_\_\_\_\_Cloud consumption/subscription sales

\_\_\_\_\_\_\_\_Customer experience/satisfaction ratings

\_\_\_\_\_\_\_\_Customer lifecycle management abilities

\_\_\_\_\_\_\_\_Customer lifetime value

\_\_\_\_\_\_\_\_Customer segment focus (i.e.: SMB focus, midmarket focus, enterprise focus)

\_\_\_\_\_\_\_\_Professional services delivery capabilities

\_\_\_\_\_\_\_\_Product sales overall volume

\_\_\_\_\_\_\_\_Sales influence

\_\_\_\_\_\_\_\_Service attach rate

\_\_\_\_\_\_\_\_Vertical market focus (i.e. health care, retail, manufacturing)

\_\_\_\_\_\_\_\_Net new customer acquisition

\_\_\_\_\_\_\_\_End customer data and sales reporting

\_\_\_\_\_\_\_\_Professional Services delivery capabilities (pre- or post-sale)

\_\_\_\_\_\_\_\_Support Services delivery capabilities

\_\_\_\_\_\_\_\_Managed Services delivery capabilities

### Please list any top priorities not contained in the list above.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### ****Channel Accomplishments**** In this section, please provide insight into how you have contributed to the success of your organization's channel/business strategy over the last 12 months. In Part A, provide a brief overview of your personal accomplishments. In Part B, please provide a more detailed organizational view.

### ****Part A**** Provide a brief synopsis of your key channel-related accomplishments over the last year. Please answer this with a view toward your personal channel 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

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### What honors, awards/commendations, professional or personal, have you won over the past year?

100 words max

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### ****Part B**** Name your partner organization's ****top accomplishments in the channel**** over the past year. You can ****include up to three (3)**** accomplishments:\*

200 words max

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Beyond financial growth, how do you measure the success of your channel organization?\***

100 words max

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### In what area(s) would you most like to see your channel partners invest in 2026?\*

100 words max

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### What will be the biggest challenges facing your partners in 2026 and how will you help partners overcome them?\*

100 words max

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### Do you expect the ****number of channel partners**** your company works with to ****increase, stay about the same**** or ****decrease**** within the ****next 12 months?\*****

( ) Increase

( ) Stay the Same

( ) Decrease

### Why? (Optional)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### Describe how your organization's strategy around channel Market Development Funds (MDF) is changing in 2026 compared to this year.\*

100 word max

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### My organization's 2026 budget for MDF compared to 2025 is:\*

( ) Increasing

( ) Staying the same

( ) Decreasing

( ) I don't know

#### What are your ****top channel goals for 2026? \*****

Please select up to three choices.

[ ] Add more qualified partners

[ ] Increase overall percentage of company revenue that comes through the channel

[ ] Migrate partners to cloud solutions

[ ] Cut partners with inadequate skills

[ ] Focus on a small number of elite partners

[ ] Launch new/revamp existing channel program

[ ] Launch new certifications and/or partner levels

[ ] Enable partners to develop an AI strategy/sell AI solutions

[ ] Increase partners' customer satisfaction ratings

[ ] Improve partner technical skills

[ ] Improve partner sales skills

[ ] Improve partner profitability

[ ] Increase the amount of professional services going through partners

[ ] Increase the amount of recurring revenue going through partners

[ ] Increase the amount of net new accounts coming through partners

[ ] Encourage partners to sell a broader part of our portfolio

[ ] Integrate partners/partner programs from a recent acquisition

[ ] Ramp up partner sales of a newly launched product/service

[ ] Other (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### Name ****the single most innovative initiative for which you and/or your team were responsible in 2025 and describe its impact on your partner community.**** (200 words max)\*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### What were the ****key channel/partner investments**** you made over the ****past year****? Please list ****up to five (5), with a minimum of three (3).\*****

100 words max

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### Do you have a partner program that offers multiple paths for partners and accommodates multiple partner roles/types (e.g. advisor, developer, reseller, managed service providers, systems integrator, etc.) rather than a program focused on a resale motion?\*

( ) Yes

( ) No

( ) Not Sure

#### Do you expect to make any changes to your partner program(s) in 2026? (Optional)

[ ] No

[ ] Yes - we expect to revise and change our partner tiers

[ ] Yes - we expect to add new training and certification options

[ ] Yes - we expect to add or change our existing partner tracks - e.g. developer, services, resale, etc.

[ ] Yes - we expect to add new incentives

[ ] Other - Write In: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### With the rise of public cloud marketplaces as a route to market, how is it affecting your channel?\*

This information will only be measured in aggregate and not published on the applicant’s profile

( ) It is disrupting in a negative way.

( ) We are seeing some disruption.

( ) We have harmonized it with other channel routes to market.

( ) We see it as a positive additional avenue for our partners.

( ) It is not affecting my channel in any way

( ) I don’t know

#### Do you foresee any fundamental changes occurring to partner program trends in 2026? If so, what changes do you see occurring?\*

Please select all that apply. This information will only be measured in aggregate and not published on the applicant’s profile

[ ] Increased new partner business in less traditional business models (ISVs, Systems Integrators, MSPs)

[ ] Disruption due to cloud marketplaces

[ ] Consolidation of large solution providers

[ ] Increased movement to role-based programs

[ ] Changes in incentive structures based on customer lifecycle

[ ] Increased use of distribution

[ ] Decreased use of distribution

[ ] Increased enablement of services-delivery

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

[ ] None of the above/I'm not sure

### Please name three to five North American channel partners (can include one distribution executive) that can serve as a reference: ****List up to five, with a minimum of three****\*

This is not for publication

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### Provide the name and title of a person on your team (does not need to be a direct report) who you believe is an "unsung channel hero," someone who works hard for the benefit of your partners but is not in the spotlight.

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

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

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

#### Describe how the person has had a positive impact/made a difference for your channel partners.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### Provide the name and title of a woman from your team who is a rising star and describe how they have had a positive impact/made a difference for your channel partners:

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

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

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

#### Please describe how they have had a positive impact/made a difference for your channel partners:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### What was the most fun thing about your job over the past year?\*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### Channel Chiefs 2026 Topical Content Questions This information will only be measured in aggregate and not published on the applicant’s profile

#### How important is sustainability to your ****end-users**** when they are considering products that you offer?\*

( ) Not important at all ( ) Somewhat unimportant ( ) Neutral ( ) Somewhat important ( ) Extremely important ( ) I don't know

#### How important is sustainability to your ****partners**** when they are considering products that you offer?\*

( ) Not important at all ( ) Somewhat unimportant ( ) Neutral ( ) Somewhat important ( ) Extremely important ( ) I don't know

### How is your organization incorporating sustainability into its channel program?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### Do you have any certification/program requirements for sustainability in your channel program?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### On a scale of 1-7, how prepared do you believe that the IT Channel Sales community is to sell AI-related/contained products?\*

Completely unprepared

( ) 1 ( ) 2 ( ) 3 ( ) 4 ( ) 5 ( ) 6 ( ) 7

Completely and totally prepared

#### What is the state of your AI offerings sold through the channel today?\*

( ) We do not have any.

( ) We are exploring what these could look like.

( ) We are actively developing them.

( ) We have partnered with leaders in this technology to offer something our partners can take to the market.

( ) We have an offer that is monetizable by our partners.

#### Who are your key technology partners around AI?\*

Please select all that apply.

[ ] Google AI (Vertex AI)

[ ] Microsoft (Copilot)

[ ] OpenAI (ChatGPT)

[ ] Meta AI (Llama 2)

[ ] Amazon Web Services (AWS Bedrock, SageMaker)

[ ] DeepMind

[ ] NVIDIA

[ ] AMD

[ ] Intel

[ ] HPE

[ ] Dell Technologies

[ ] IBM

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

[ ] We do not have a technology partner in this space.

[ ] Not Sure

#### What is the biggest challenge that you face in making generative AI offerings available through your IT channel sales partners?\*

( ) Lack of monetizable use cases

( ) Lack of in-house knowledge

( ) Lack of skills among the partner base

( ) Lack of funding for enablement/incentives

( ) Security concerns

( ) Copyright/legal concerns

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

( ) We don't have or plan to have generative AI offerings available through the channel

#### In order to ****complete**** your application, please upload the ****applicant's photo**** below (****minimum resolution: 400p x 400p at 72 dpi****; max file size 10mb). Please use the following nomenclature as the file name: CompanyName\_LastName\_FirstName (i.e. CoolCo\_Jones\_Maria.jpg) ****Once you select your photo, please wait a few seconds until you see that your photo has been uploaded successfully.****\*

\_\_\_\_\_\_\_\_1

### Please note that a payment is required for each individual Channel Chiefs application that is submitted. ****The application fee is $395 per application.****  ****The application deadline is 11:59pm PST on October 17th, 2025.**** You must submit your payment below by clicking the ****Pay Now**** button.   After submitting payment, a successful payment message will appear.  After the payment is processed, ****YOU MUST CLICK SUBMIT to finalize your application.****  You will also receive an email receipt for your payment within a few minutes of submission. For questions about the application tool or payment inquiries, please send an email to [sauer@thechannelcompany.com](mailto:sauer@thechannelcompany.com). If we have any additional questions we will let you know.

### ****Once you see the "Your Payment Was Successful" message, the submit button will appear at the bottom.  Please click submit once it appears.****

## Thank you for your submission!

### ****ur information has been recorded.**** ****In the next few minutes, you should receive a confirmation email letting you know that your application has been received.****