**CRN - 2020 Channel Chiefs Application**

**\*The Channel Chiefs list is limited to executives in North America or executives with global channel authority.  
\*Executives chosen for the Channel Chiefs’ list in previous years are eligible to apply for the 2020 list.  
  
In February of 2020 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 "2020 Most Influential Channel Chiefs" list, which spotlights a small subset of Channel Chiefs honorees as the top executive leaders driving the channel agenda.  
  
Executives must complete the application below in order to be considered for the Channel Chiefs list. CRN expects to notify this year's distinguished group of Channel Chiefs by late January. Channel Chief list selections are made at the discretion of the CRN editorial staff. Executives must occupy their channel chief position at press time to be eligible.**

**APPLICATION FEE:  PAYMENT MUST BE MADE AT THE TIME OF APPLICATION SUBMISSION.  An application cannot be submitted without payment.**

**If your application is submitted by Friday, November 15, 2019 the fee is $295 per application.  If your application is submitted AFTER 11:59pm PST, Friday, November 15th, the fee per application is $395.**

**Please submit your completed application by 11:59PM PST on FRIDAY NOVEMBER 29th, 2019 to be considered for the 2020 Channel Chiefs list.**

**THE APPLICATION WILL BE CLOSED AND NO FURTHER APPLICATIONS WILL BE ACCEPTED AFTER 11:59PM PST ON FRIDAY NOVEMBER 29th, 2019.  
  
All applications must be submitted ONLINE.  Please do not submit your entry until your answers are final. To preview the application in full before filling it out online, download a copy:**[**CLICK HERE**](//surveygizmolibrary.s3.amazonaws.com/library/245197/CRN__2020_Channel_Chiefs_Applic.doc)

**No new submissions or corrections will be accepted after FRIDAY NOVEMBER 29th, 2019 AT 11:59PM PST.**

**If you have any questions regarding the application, please contact Rick Whiting at 508-416-1197 or** [**rwhiting@thechannelcompany.com**](mailto:rwhiting@thechannelcompany.com)

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

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

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

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

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

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

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

### ****<application continues on next page>****

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

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

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

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

Division (if applicable): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Channel Chief Twitter handle: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Number of Twitter followers for this handle (whole numbers only, no commas): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Channel Chief Email Address (not for publication): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Channel Chief Phone Number (not for publication): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Channel Chief Street Address (not for publication): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

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

Zip Code: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### Estimated 2019 Revenue (not for publication):\*

( ) 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

( ) Do not wish to disclose

Company's percentage of revenue from solution providers:  
If you do not wish to disclose, please enter 0.\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### Channel Chief Bio and Background (300 words max)\*

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Number of years in current role  
(decimals are permitted for partial year)\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Number of years with the company  
(decimals are permitted for partial year)\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Number of years involved with indirect sales  
(decimals are permitted for partial year)\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

( ) Yes

( ) No

If not, who is?  Please provider 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?\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Number of employees in channel organization  
(If you do not wish to disclose, please enter 0)\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Number of Worldwide Channel Partners  
(If you do not wish to disclose, please enter 0)\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Number of North American Channel Partners  
(If you do not wish to disclose, please enter 0)\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### List up to 10 of your ****top products/services sold through North American channel partners****: (100 words max)\*

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### ****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)\*

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### ****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)\*

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### Describe how your ****partner community has grown**** over the past year either in ****average revenue per partner**** or ****overall expansion of your partner base**** or in ****specific market segments****: (100 words max)\*

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### Provide one example of how you personally worked to help or solve a problem for a solution provider over the last 12 months. This should focus on one specific channel partner (individual  or company), though you don't have to name the partner. Please do not answer generally. (100 words max)\*

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**What one market force is having the biggest impact on your company's channel strategy for 2020 and how are you accommodating for it? (100 words max)**

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### What's the key to success for your channel partners in 2020? (100 words max)\*

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#### Do you expect your ****channel sales**** as a ****percentage**** of your company's overall sales to ****increase****, ****stay the same**** or ****decrease**** over the ****next 12 months****?\*

( ) Increase

( ) Stay the Same

( ) Decrease

( ) Can not disclose

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

( ) Increase

( ) Stay the Same

( ) Decrease

### Describe how your organization's strategy around channel Market Development Funds (MDF) is changing in 2020 compared to last year. (100 word max)\*

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#### My organization's 2020 budget for MDF compared to 2019 is:\*

( ) Increasing

( ) Staying the same

( ) Decreasing

( ) I don't know

#### What are your ****top channel goals for 2020****?  You may select up to three from the list below.\*

[ ] 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

[ ] 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 2019 and describe its impact on your partner community.**** (200 words max)\*

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### What were the ****key channel/partner investments**** you made over the ****past year****? (100 words max) List ****up to five (5), with a minimum of three (3)****, please.\*

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### What ****honors, awards or commendations - professional or personal**** - have you won over the past year? (100 words max)

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### Please name ****three to five North American channel partners**** (can include a distribution executive) that can serve as a reference (not for publication): List up to five, with a minimum of three, please.\*

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### 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. Describe how the person has had a positive impact/made a difference for your channel partners. (100 words max)

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### Provide the name and title of a female rising star from your team and describe how the person has had a positive impact/made a difference for your channel partners. (100 words max) (optional).

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### What's the biggest myth or misconception about the channel that you routinely encounter? (100 words max)\*

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### What is the best business book you read this year and why? (100 words max)\*

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#### Please answer ****'Yes' or 'No'**** to each of the following:

|  |  |  |
| --- | --- | --- |
|  | **Yes** | **No** |
| I have an advanced degree (a degree higher than a bachelor's degree) | ( ) | ( ) |
| I have an MBA | ( ) | ( ) |
| I have in the past worked for a solution provider organization | ( ) | ( ) |
| I am a gadget geek | ( ) | ( ) |
| I am usually the life of the party | ( ) | ( ) |
| I'm addicted to exercise | ( ) | ( ) |
| I have a favorite sports team | ( ) | ( ) |
| I have a favorite cause | ( ) | ( ) |
| I love scary movies | ( ) | ( ) |
| I've seen "Hamilton" | ( ) | ( ) |
| I have talked to a movie star | ( ) | ( ) |
| I collect wine | ( ) | ( ) |
| I always wanted to be an astronaut | ( ) | ( ) |

### ****Have your Channel Chief share a 1 minute video**** which will be ****featured in the Channel Chief special section on CRN.com.****

#### Would you like to provide a ****brief video****, no longer than ****one (1) minute**** long, to accompany your listing?\*

( ) Yes

( ) No

#### Please upload your Channel Chief video here.  Size ****may not exceed 50MB**** Acceptable file types include ****mov, mp3, mp4****.  For ****other file types**** and file sizes ****greater than 50MB**** but less than 100MB, please see the question below.

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

### Please provide a link to your video using either your ****DropBox**** or ****Box**** account. ****No youtube.com or vimeo.com links please.**** Videos may ****not exceed 100MB**** and ****1 minute in length****.  If you do not have your video available at this time, you can skip this section by clicking continue. All videos ****MUST**** ****be submitted**** prior to the application due date ****(12/6, 11:59PM EST)****.  Email us at crnresearch.com if you have any questions.

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#### 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).  ****Once you select your photo, please wait a few seconds until you see that your photo has been uploaded successfully.****\* <TOOL WLL APPEAR IN LIVE APPLICATION>

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### ****Please note that a payment is required for each individual Channel Chiefs application that is submitted.  If your application is submitted by Friday, November 15, 2019 the application fee is $295.  If the application is submitted after 11:59pm PST, Friday November 15th, the application fee is $395 per application.**** ****No applications will be accepted after 11:59pm PST November 29th, 2019.**** ****You must submit your payment below by clicking the Pay 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 or payment inquiries, please send an email to [jambrogio@thechannelcompany.com](mailto:jambrogio@thechannelcompany.com) or [mmckenna@thechannelcompany.com](mailto:mmckenna@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.