

P R E S S R E L E A S E

Sheena Gaynes of SEEBURGER Inc. Honored as One of CRN's 2019 Women of the Channel

Atlanta, GA, May 21th, 2019 – SEEBURGER Inc., a leader in providing business integration solutions, announced today that [CRN®](#), a brand of [The Channel Company](#), has named Sheena Gaynes, Director - Alliances & Channel Sales to its prestigious 2019 Women of the Channel list. The leaders on this annual list are from all areas of the IT channel ecosystem; representing technology suppliers, distributors, solution providers, and other IT organizations. Each is recognized for her contributions to channel advocacy, channel growth and visionary leadership.

CRN editors choose the list from a multitude of channel leadership applicants and select the final honorees based on their professional accomplishments, demonstrated expertise, and ongoing dedication to the IT channel.

Sheena currently holds the position of Director, Alliances & Channel Sales at SEEBURGER, where she is responsible for the overall global partner strategy. She oversees the execution of alliance initiatives that scale globally and creates programs to support partner acquisition, onboarding, and training. Sheena develops synergies with various partner types such as VAR's, SI's, OEM's, ISV's, and Consulting organizations.

She leverages creative methods to drive engagement and generate new sales opportunities, with a proven record of success managing sales representatives, developing incentive programs, enhancing partner program benefits, and creating sales enablement training. She aligns with internal stakeholders and partners to identify new business opportunities and develop tactical go-to-market plans. Her ability to develop long-lasting relationships and identify new revenue streams through alliances is exceptional.

"CRN's 2019 Women of the Channel list honors influential leaders who are accelerating channel growth through mutually-beneficial partnerships, incredible leadership, strategic vision, and unique contributions in their field," said Bob Skelley, CEO of The Channel Company. "This accomplished group of leaders is driving channel success and we are proud to honor their achievements."

"As an extension of our sales team, alliances and partners increase the value that we provide to our customers through strategic offerings. Nurturing our existing partners and creating a diverse portfolio of partner types is crucial and as we roll out the latest benefits and requirements for each of our partner types."

We want to ensure that partners are taking full advantage of all that the SEEBURGER Partner Program has to offer, enabling them to be as efficient as possible. We will continue to make it easy for partners to work with us and ramp up quickly.”

– Ulf Persson, SVP Global Business Development

The 2019 Women of the Channel list will be featured in the June issue of CRN Magazine and online at www.CRN.com/WOTC.

About SEEBURGER Inc

SEEBURGER AG is a global provider of business integration solutions that streamline business processes, enable digital transformation and business initiatives, reduce operational costs, facilitate governance and compliance, and provide end-to-end visibility to the farthest edges of the supply chain to maximize ERP effectiveness and drive new efficiencies. Customers can choose between a Cloud Service, an on-premise installation or a hybrid business integration solution.

With 30 years in the industry, SEEBURGER today is ranked among the top business integration providers by industry analysts and serves thousands of customers in more than 50 countries and 15 industries. Since its foundation in 1986, Bretten has been the company's headquarters. SEEBURGER maintains 11 subsidiaries in Europe, Asia, and North America.

Learn more at www.seeburger.com

Legal Information:

<https://www.seeburger.com/compliance/>

Contact:

Sheena Gaynes, Director - Alliances & Channel Sales

SEEBURGER Inc

Alliances@SEEBURGER.com

Bio and Background:

<https://www.crn.com/rankings-and-lists/wotc2019-details.htm?w=214>

About The Channel Company

The Channel Company enables breakthrough IT channel performance with our dominant media, engaging events, expert consulting and education and innovative marketing services and platforms. As the channel catalyst, we connect and empower technology suppliers, solution providers and end users. Backed by more than 30 years of unequalled channel experience, we draw from our deep knowledge to envision innovative new solutions for ever-evolving challenges in the technology marketplace.

www.thechannelcompany.com

Follow The Channel Company: [Twitter](#), [LinkedIn](#) and [Facebook](#)

Copyright ©2019. CRN is a registered trademark of The Channel Company, LLC. All rights reserved.

The Channel Company Contact:

Jennifer Hogan

The Channel Company

jhogan@thechannelcompany.com