



September 5, 2013

## **Brocade Names Bill Lipsin as Vice President of Worldwide Channel and Global Systems Integrator Sales**

### **Industry Veteran to Drive Growth Across Brocade's Go-to-Market Partners, Leveraging Global Data Center Networking Opportunities**

SAN JOSE, CA -- (Marketwired) -- 09/05/13 -- [Brocade](#) (NASDAQ: BRCD) today announced the appointment of Bill Lipsin to the position of Vice President of Worldwide Channel and Global Systems Integrator Sales. Mr. Lipsin is responsible for the overall direction and management of all sales and business development operations for Brocade's channel organization, and the strategic direction, and operational and sales management of the company's Global Systems Integrator (GSI) team. Mr. Lipsin will report directly to Brocade's Senior Vice President of Worldwide Sales, Jeff Lindholm.

In his new role at Brocade, Mr. Lipsin will develop go-to-market strategies and, working with the company's global sales and marketing organizations, define and accelerate channel recruitment and sales programs. One of his key initiatives will be to enable partners and GSIs to leverage key industry trends such as data center virtualization, cloud computing and software-defined networking. Within the GSI space, Mr. Lipsin is tasked with positioning Brocade as the de facto networking vendor-of-choice, and work with systems integrators to ensure that their customers benefit from Brocade's industry-leading portfolio of solutions.

"[91 percent of IT decision makers](#) claim that their data center networks need upgrading, and many of these will turn to either Outsource Service Providers, System Integrators or VARs to fulfill their needs," said Jeff Lindholm, Senior Vice President of Worldwide Sales at Brocade. "In order to leverage customer demand for robust and agile data center networks, Brocade's partners need to be able to deliver strategic counsel and technical excellence across the board. Bill's track record of building robust partner sales organizations is second to none, and I am confident that he has the right mix of industry knowledge, business acumen and leadership skills to drive continued growth across Brocade's partner community."

With more than 30 years of experience in the high-tech industry, Mr. Lipsin has held a number of sales and marketing leadership positions at networking and other high tech companies. Most recently at Arbor Networks, a provider of network security and management solutions for enterprise and service provider networks, he served as Global Vice President of Channels and Alliances where he was responsible for establishing a new go-to-market strategy for the company, taking a traditionally direct sales model and evolving it to a partner-driven one.

Prior to that Mr. Lipsin led the Global Channels team at CA Technologies, and has held senior executive roles at leading technology companies such as Bay Networks and IBM.

"With the adoption of fabric-based networking, SDN, and cloud-based computing, end users are actively seeking technology partners that can help them drive business transformation," commented Bill Lipsin. "I am excited by Brocade's differentiated solutions, and believe we are well-positioned to drive the next wave of data center innovation. Brocade's partner ecosystem is one of the best in the industry, and I am committed to ensuring that we have the right strategy in place to quickly respond to customer and partner needs and fully capitalize on market opportunities as they present themselves."

#### **About Brocade**

Brocade (NASDAQ: BRCD) networking solutions help the world's leading organizations transition smoothly to a world where applications and information reside anywhere. ([www.brocade.com](http://www.brocade.com))

© 2013 Brocade Communications Systems, Inc. All Rights Reserved.

*ADX, AnyIO, Brocade, Brocade Assurance, the B-wing symbol, DCX, Fabric OS, ICX, MLX, MyBrocade, OpenScript, SAN Health, VCS, VDX, and Vyatta are registered trademarks, and HyperEdge, NET Health, The Effortless Network, and The On-Demand Data Center are trademarks of Brocade Communications Systems, Inc., in the United States and/or in other countries. Other brands, products, or service names mentioned may be trademarks of their respective owners.*

#### **CONTACTS**

Brocade Media Relations

John Noh  
Tel: 408.333.5108  
[jnoh@brocade.com](mailto:jnoh@brocade.com)

Brocade Investor Relations  
Rob Eggers  
Tel: 408.333.8797  
[reggers@brocade.com](mailto:reggers@brocade.com)

Source: Brocade

News Provided by Acquire Media