



## Tech Data's Michelle Curtis Named to CRN's "100 People You Don't Know But Should" List

*List Champions Unsung Heroes in the IT Channel*

**CLEARWATER, Fla. (October 24, 2017)** – [Tech Data](#) (Nasdaq: TECD) today announced that [CRN](#)<sup>®</sup>, a brand of [The Channel Company](#), has recognized [Michelle Curtis](#), the company's director, IoT Solutions, North America, as one of "100 People You Don't Know But Should" in the IT channel for 2017.

Curtis was recognized for her work in helping Tech Data partners unlock the value of IoT and analytics solutions. She has worked closely with vendor partners, customers and end users to drive solutions, foster partner relationships and develop proof of concepts. Earlier this year, Curtis was named a CRN "[Women of the Channel](#)" and also included on CRN's "[Up and Comers](#)" list, which identifies rising stars whose initiative and creative thinking have positioned their companies for success and are helping to shape the future of the IT channel.

"Michelle has been a huge contributor to the success of [our IoT practice](#), exemplifying Tech Data's commitment to delivering end-to-end solutions and providing our customers with the highest level of service and innovation," said Sergio Farache, senior vice president, Strategy, Solutions and Vertical Markets at Tech Data. "This award is just further testament to her efforts and the exceptional team we have in place."

The 2017 list of 100 People You Don't Know But Should, which also features Tech Data's [Colin Blair](#), vice president, Data Analytics and Internet of Things (IoT), Americas, is featured in the October issue of CRN and can be viewed online at [www.crn.com/100people](http://www.crn.com/100people).

[Click to Tweet](#): .@TheChannelCo names Tech Data's Michelle Curtis to @CRN 100 People You Don't Know But Should #CRN100People [crn.com/100people](http://crn.com/100people).

### **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.thechannelco.com](http://www.thechannelco.com)

### **About Tech Data**

Tech Data connects the world with the power of technology. Our end-to-end portfolio of products, services and solutions, highly specialized skills, and expertise in next-generation technologies enable channel partners to bring to market the products and solutions the world needs to connect, grow and advance. Tech Data is ranked No. 107 on the Fortune 500<sup>®</sup> and has been named one of Fortune's "World's Most Admired Companies" for eight straight years. To find out more, visit [www.techdata.com](http://www.techdata.com) or follow us on [Twitter](#), [LinkedIn](#), and [Facebook](#).

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