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Tech Data's Colin Blair Named to CRN "100 People You Don't Know But Should" List

List Champions Unsung Heroes in the IT Channel

CLEARWATER, Fla.--(BUSINESS WIRE)-- [Tech Data Corporation](#) (Nasdaq: TECD) today announced that [CRN](#)[®], a brand of [The Channel Company](#), has recognized Colin Blair, vice president, Data Analytics and Internet of Things (IoT), Americas as one of "100 People You Don't Know But Should" in the IT channel for 2017.

This press release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20171009005562/en/>



Blair was recognized for his work in helping Tech Data partners unlock the value of IoT and data analytics. As Tech Data integrates the acquired Technology Solutions (TS) business, Blair has played a key role in integrating the TS IoT and data analytics businesses into an even stronger [IoT and Analytics Solutions business](#). He and his teams have been dedicated advocates of the company's partner base and provided real-world solutions to quickly design, prototype and turn new ideas into value-driving IoT and analytics applications. Blair has more than 23 years of industry experience in the information technology industry and distribution. He joined Tech Data in February 2017 upon the completion of Tech Data's acquisition of Avnet's TS division, after spending nearly 20 years with Avnet in various executive, sales, marketing and business development leadership positions.

"Colin epitomizes Tech Data's commitment to enabling success for our partners and suppliers," said Sergio Farache, senior vice president, Strategy, Solutions and Vertical Markets at Tech Data. "His efforts and dedication have contributed to our ability to offer partners and their customers the latest opportunities in IoT and data analytics solutions—helping foster success through specialization while capitalizing on the high-growth, next-generation technologies that are redefining the future. Colin is a true team player, and we celebrate his well-deserved recognition."

The CRN editorial team, assessing feedback from solution providers and other industry executives, compiles this annual list to celebrate under-the-radar channel management team members from the industry's top vendors and distributors. Those selected have worked diligently to create, promote and manage programs and policies that support and advance the IT channel.

Colin Blair, vice president, Data Analytics and Internet of Things (IoT) at Tech Data (Photo: Business Wire)

innovation, profits and successful partnerships, holding the IT ecosystem's equilibrium steady and keeping it on a path to growth," said Robert Faletra, CEO of The Channel Company. "They may not often share the spotlight with more high-profile channel figures, but the difference they make is irrefutable. We are pleased to shine a light on these individuals with CRN's 2017 list of '100 People You Don't Know But Should' and to honor their essential contributions to the channel."

The 2017 list of "100 People You Don't Know But Should" will be featured in the October issue of CRN and can be viewed online at www.crn.com/100people.

[Click to Tweet](#): .@TheChannelCo names Tech Data's Colin Blair to @CRN 100 People You Don't Know But Should #CRN100People 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

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[®] 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 or follow us on [Twitter](#), [LinkedIn](#), and [Facebook](#).

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