



December 13, 2017

## Tech Data Strengthens Global End-to-End Portfolio

### Takes Datech Solutions and Maverick AV Solutions global; Appoints Sergio Farache to SVP, Global Cloud Solutions

CLEARWATER, Fla., Dec. 13, 2017 /PRNewswire/ -- Reinforcing its commitment to providing channel partners with global reach and an unmatched end-to-end portfolio, [Tech Data](#) (Nasdaq: TECD) today announced the expansion of its two pan-European specialized solution businesses, [Datech Solutions](#) and [Maverick AV Solutions](#), into all of the company's global markets. Additionally, the company announced the appointment of Sergio Farache to senior vice president, Global Cloud Solutions, providing dedicated global leadership for one of Tech Data's most strategic next-generation technology offerings.

"Today we are proud to take a significant step forward in our growth strategy as we become the IT distributor of the future," said Michael Urban, corporate vice president, Strategy, Transformation and Global Vendor Management, at Tech Data. "As the physical and virtual worlds become increasingly intermeshed, Tech Data enables our channel partners to meet the evolving demands of IT consumption by optimizing our global footprint and strengthening our end-to-end portfolio of products, solutions and services. The expanded availability of these two solutions, as well as dedicated global leadership of our cloud strategy, will allow us to provide more value to our channel partners throughout the world than ever before."

#### GLOBAL EXPANSION

Datech Solutions and Maverick AV Solutions will remain under the direction of those who drove their regional success: Mike Appel, vice president, Datech Solutions, and Jon Sidwick, vice president, Maverick AV Solutions. Appel and Sidwick will report to Michael Urban, corporate vice president, Strategy, Transformation and Global Vendor Management. Focused on formulating and driving the long-term strategic direction for Tech Data, the Strategy, Transformation and Global Vendor Management organization works with the company's worldwide leadership team to identify and capture growth opportunities through Tech Data's portfolio, global scope and deep expertise across the technology continuum.

Datech Solutions is a highly specialized provider of value-added services to Autodesk and the Autodesk reseller channel. Appel has led Datech since 2007, expanding its presence to 17 countries across Europe and in North America. Tech Data has also recently been named an Autodesk distributor in several countries in Asia, including Singapore, Malaysia, Thailand, Indonesia and Vietnam, effective February 1, 2018. As a global organization, Datech Solutions will leverage its unique value-add model, capabilities, processes and best practices to benefit channel partners and Autodesk in all three regions.

Maverick AV Solutions works with the world's leading audio-visual (AV) brands to provide customers with complete solutions that meet their AV needs. Over the past 20 years, Sidwick has grown Maverick from a UK-based team to a pan-European leader. As more AV applications are adopted by companies, educational institutions and government agencies around the world, Maverick's scalable, platform-based approach is well-positioned to meet the needs of this fast-growing market. Tech Data will expand this successful model into the Americas and Asia Pacific. In the Americas, the Visual Solutions practice will be transitioned into Maverick.

#### CLOUD LEADERSHIP

Sergio Farache will lead Tech Data's Global Cloud Solutions team, working collaboratively with the cloud solutions and next-generation technology leaders in each of the company's three regions to define Tech Data's global cloud strategy and align public, private and hybrid cloud offerings into the channel's most robust cloud portfolio available today. He will also be responsible for growing Tech Data's [StreamOne™ cloud marketplace](#) into an end-to-end digital platform for transaction, consumption and value creation by Tech Data customers. Farache will join the Strategy, Transformation and Global Vendor Management organization and report to Urban.

"Current projections show significant cloud growth in all segments, and cloud is a primary delivery model for next-generation technologies," said Urban. "We are placing great emphasis on advancing our cloud leadership position and, as a proven change agent with the ability to translate complex strategies and technologies into executable solutions, we are confident Sergio will propel our cloud team forward."

A 25-year veteran of the technology industry, Farache previously served as senior vice president, Solutions and Strategy within Tech Data's Americas Enterprise Solutions business, where he led the company's specialty business units (SBUs),

including IoT, Analytics, Cloud, Mobility and Security. Farache joined Tech Data in February 2017 through the acquisition of Avnet's Technology Solutions business.

For more information on Tech Data's global expansion and journey to become the distributor of the future, [click here](#); for Datech Solutions, [click here](#); and for Maverick AV Solutions, [click here](#).

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#### **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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