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Tech Data Promotes Anne Devine-Pride to Vice President of Vendor Marketing for Enterprise Solutions

CLEARWATER, Fla.--(BUSINESS WIRE)-- [Tech Data](#) (Nasdaq: TECD) today announced that it has promoted Anne Devine-Pride to vice president of Vendor Marketing, Enterprise Solutions, Americas. In her new role, Devine-Pride will lead the vendor marketing team supporting the advanced solutions portfolio, including the design and execution of vendor and solutions-focused marketing strategies to drive vendor performance and growth, while delivering superior return on marketing investment.

"As IT vendor marketing has adapted at an astounding pace to keep up with the technologies it supports, Anne is a natural choice to lead this critical function of our business that contributes greatly to maximizing growth opportunities for our customers," said Chuck Bartlett, senior vice president of Vendor Solutions, Enterprise Solutions, Americas at Tech Data. "With a demonstrated track record of leadership and innovation, Anne brings a well-honed perspective of the vendor solutions and marketing programs that our customers need in today's competitive environment to help drive the adoption of next-generation technologies."

Reporting to Bartlett, Devine-Pride will also be responsible for providing strategic analysis, planning and leadership for Tech Data vendors that serve enterprise resellers in the U.S. and Canada using the high-touch model that is woven into enterprise growth strategies, verticals and specialist solutions practice areas. Additionally, she and her team will collaborate with customers to accelerate the pace of third-platform adoption—and to contribute toward the expansion of sales capacity across Tech Data's end-to-end portfolio.

Previously, Devine-Pride served as Tech Data's director of Vendor Marketing, supporting IBM, NetApp and Riverbed. She joined Tech Data in February 2017 as part of its acquisition of Avnet's Technology Solutions business. Devine-Pride was with Avnet for nearly 20 years, holding progressive leadership roles in process redesign and change management, inside sales, supplier solutions and supplier marketing. She holds a Bachelor of Arts in Organizational Development from Regis University and a Six Sigma Black Belt certification.

[Click to tweet](#): .@Tech_Data promotes Anne Devine-Pride to vice president of Vendor Marketing; <http://ow.ly/Yvcv30dSLb0>.

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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