Partha Panda, Vice President, Global Channels and Alliances for Trend Micro, Recognized as 2015 CRN Channel Chief

DALLAS--(BUSINESS WIRE)--Trend Micro Incorporated (TYO: 4704; TSE: 4704), a global leader in security software and solutions, announced today that Partha Panda, vice president of global channels and alliances, has been named to the prestigious list of the 2015 CRN Channel Chiefs. The influential executives on this annual list represent the most powerful leaders in the IT channel who hold direct responsibility for driving growth and revenue for their organizations through their indirect channel partners. Individuals are selected for inclusion based on their track record of channel accomplishments, standing in the industry, dedication to the partner community, and plans for driving future business innovation and channel growth.

“It is an honor to be named a 2015 Channel Chief by CRN,” said Partha Panda, vice president, global channels and alliances. “I’m excited by the momentum we’ve gained following improvements we made to our partner and enablement programs. Our channel partners’ success continues to build and we will continue to strengthen our relationships at events like our partner day roadshows launching globally this year.”

The 2015 CRN Channel Chiefs have demonstrated their enduring support for the channel by consistently defending, promoting and executing effective channel partner programs and strategies.

During his five-year tenure at Trend Micro, Panda has provided the vision for many of the company’s go-to-market strategies, leveraging his 20 years of experience in the technology industry. Most recently, as vice president of global channels and alliances, Panda led the development of the company’s new global partner program in 2014, a program that aligned all Trend Micro Partner Program practices, processes and measurements globally. Under Panda’s leadership, the company also streamlined its enablement program, which includes sales and technical training and features both online tools and a classroom environment. Additionally, Panda led the development of the company’s new “born in the cloud” initiative that provides unique program benefits for cloud-based business models.

“Each year, our editors carefully vet an extensive group of highly accomplished channel executives to highlight those exemplary individuals who earn the mantle of CRN Channel Chief. These executives strive to advance the success and standing of the channel community within their organizations. The 2015 CRN Channel Chiefs lead by example and serve as valuable advocates to help ensure the health and longevity of the IT channel. We applaud their accomplishments and look forward to their continued success,” said Robert Faletra, CEO, The Channel Company.

The 2015 CRN Channel Chiefs list is featured in the February 2015 issue of CRN, and online atwww.CRN.com.

About Trend Micro

Trend Micro Incorporated, a global leader in security software, strives to make the world safe for exchanging digital information. Built on 26 years of experience, our solutions for consumers, businesses and governments provide layered data security to protect information on mobile devices, endpoints, gateways, servers and the cloud. Trend Micro enables the smart protection of information, with innovative security technology that is simple to deploy and manage, and fits an evolving ecosystem. All of our solutions are powered by cloud-based global threat intelligence, the Trend Micro™ Smart Protection Network™ infrastructure, and are supported by more than 1,200 threat experts around the globe. For more information, visit TrendMicro.com.

About The Channel Company

The Channel Company, with established brands including CRN, XChange Events, IPED and SharedVue, is the channel community's trusted authority for growth and innovation. For more than three decades, we have leveraged our proven and leading-edge platforms to deliver prescriptive sales and marketing solutions for the technology channel. The Channel Company provides Communication, Recruitment, Engagement, Enablement, Demand Generation and Intelligence services to drive technology partnerships. Learn more at www.thechannelcompany.com.

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