CRN's 2023 Women of the Channel Honors Tammy Allen of Trend Micro

TORONTO, May 9, 2023 — Trend Micro Incorporated (TYO: 4704; TSE: 4704), a global cybersecurity leader, announced today that CRN®, a brand of The Channel Company, has named Tammy Allen, SMB Sales Manager at Trend Micro, to the Women of the Channel list for 2023. Every year, CRN recognizes women from vendor, distributor, and solution provider organizations whose expertise and vision leave a noticeable and commendable mark on the technology industry.

The CRN 2023 Women of the Channel honorees bring their creativity, strategic thinking and leadership to bear in various roles and responsibilities. At the same time, all are turning their unique talents toward driving success for their partners and customers. With this recognition, CRN honors these women for their unwavering dedication and commitment to furthering channel excellence.

As one of Trend Micro's Sales Leads in Canada, Tammy oversees SMB and MSP sales. She has contributed to the channel industry for over 15 years and has worked across departments handling partner development, MSP recruitment and partner alliances. This has led to her deep understanding of the expectations and needs of the channel.

"We are ecstatic to announce this year's honorees and shine a light on these women for their significant achievements, knowing that what they've accomplished has paved the way for continued success within the IT channel," said Blaine Raddon, CEO of The Channel Company. "The channel is stronger because of them, and we look forward to seeing what they do next."

"We're thrilled to see Tammy recognized for her truly impactful contributions at Trend Micro and to the channel industry in Canada," says Fabio Picoli, Country Manager at Trend Micro Canada. "We know that SMBs and MSPs have massive opportunity for growth and are key drivers for the channel industry today. Along with that opportunity, comes unique set of challenges. Tammy's solutions-driven approach and eye to detail ensure she identifies those gaps and finds creative ways to address them."

The 2023 Women of the Channel list will be featured in the June issue of CRN Magazine, with online coverage starting May 8 at www.CRN.com/WOTC.

About Trend Micro

Trend Micro, a global cybersecurity leader, helps make the world safe for exchanging digital information. Fueled by decades of security expertise, global threat research, and continuous innovation, Trend Micro's cybersecurity platform protects hundreds of thousands of organizations and millions of individuals across clouds, networks, devices, and endpoints. As a leader in cloud and enterprise cybersecurity, the platform delivers a powerful range of advanced threat defense techniques optimized for environments like AWS, Microsoft, and Google, and central visibility for better, faster detection and response. With 7,000 employees across 65 countries, Trend Micro enables organizations to simplify and secure their connected world. www.TrendMicro.com.

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 unequaled channel experience, we draw from our deep knowledge to envision innovative solutions for ever-evolving challenges in the technology marketplace. www.thechannelcompany.com

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