VMware Names Microsoft Veteran Channel Chief

Written by Alice Marshall
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VMware announces a new worldwide channel chief-- Microsoft channel veteran Jenni Flinders, who takes over the development and execution of overall channel strategy and programs for the virtualisation giant.

Flinders fills the position left by Brandon Sweeney, who was promoted to VMware global sales VP back in August 2017. She has 15 years of experience in several channel, sales and marketing executive roles across multiple geographies and customer segments at Microsoft, and most recently was CEO of consulting practice Daarlandt Partners.

"Jenni has a long and distinguished track record of driving innovation with a diverse set of partners in the IT industry, and we are thrilled to have her as VMware's new worldwide channel chief," Sweeney says. "I'm excited to have Jenni work closely with our world-class partner ecosystem to empower our customers to accelerate their digital transformations and integrate public clouds to scale and extend their businesses."

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