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Ingram Micro Appoints Sanjib Sahoo as President of Global Platform Group

Global leadership role demonstrates the importance of Ingram Micro's focus on the customer and continued innovation of its digital experience platform Xvantage

IRVINE, Calif.--(BUSINESS WIRE)-- Evolving into the industry's leading business-to-business (B2B) platform company for the global technology ecosystem, Ingram Micro Holding Corporation (NYSE: INGM) announced the promotion of globally recognized business and digital leader Sanjib Sahoo to President of Ingram Micro's Global Platform Group.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20250108334132/en/

Sanjib Sahoo, President of Global Platform Group at Ingram Micro (Photo: Business Wire)

Sahoo will continue to execute on the company's vision to become the global technology ecosystem's business-to-business (B2B) platform. This includes leading the continued development and deployment of its digital twin, Xvantage™, a patent-pending B2B technology platform and operating model designed to make it easier for customers and vendors to work with Ingram Micro and create more value.

"Ingram Micro has built upon its decades of experience to become a disruptive leader and digital force in the global technology industry," says Paul Bay, CEO of Ingram Micro. "I'm pleased to announce the appointment of Sanjib as President of our Global Platform Group. A proven business strategist and digital innovator, Sanjib's expanded leadership and dedicated team will better support and accelerate our vision of becoming a platform company that will reinvent the B2B customer experience through Xvantage."

Previously, Sahoo served as the company's executive vice president, global technology and chief digital officer. Hired in 2021, he set the vision and roadmap for Ingram Micro Xvantage, an AI-driven business platform for Ingram Micro's team members, customers, and vendor partners that enables real-time interactions, data exchange, insights, and purchasing, significantly reducing the friction from typical B2B transactions. In 2022, Ingram Micro's digital experience platform broke ground, starting a transformative journey for the industry-leading technology distributor.

With approximately 29 million lines of code, 20 intelligent engines, and 30 patents pending, Xvantage is uniquely and purposefully designed to change how the tech industry works. Now in use in 16 countries, Xvantage is moving the industry from transactions to more interactions by introducing actionable business intelligence for strategic growth and decision-making.

"Sanjib's vision for Xvantage and our team's ongoing commitment to excellence have

changed how we create and deliver value for the global tech industry," continues Bay. "Together, with our customers and vendors, we are delivering more value and realizing Ingram Micro's strategic shift from 45-year-old technology distribution leader to ground-breaking, global B2B platform innovator."

As President of the Global Platform Group, Sahoo leads all aspects of platform strategy across Ingram Micro. This includes platform development, the innovation flywheel, global growth, services and support, and the business expansion plans for Ingram Micro's platform operating model. Sahoo also oversees the key leadership team within Ingram Micro's Global Platform Group and will continue collaborating with Ingram Micro's regional Presidents, Chief Country Executives, and other business leaders to transform the company's operating metrics and drive more growth through Xvantage.

"I'm honored to lead our efforts to move towards a platform-first model and transform Ingram Micro from distributor to platform ecosystem company," says Sahoo. "Xvantage is helping our customers and vendors to work faster, smarter, and with more intention. I'm excited to lead, collaborate, inspire, and take action to enhance and expand Ingram Micro's growing impact on our customers, vendors, and the industry through our AI-driven digital experience platform Xvantage."

Elevating the Experience at Scale

Throughout 2024, Ingram Micro worked to improve the experience and business efficiency of its more than 161,000 customers and 1,500 vendors globally by using Xvantage to build greater customer advantage and help eliminate friction tied to the market's most common and complex B2B pain points. The innovation cycles and enhancements to Xvantage are continuous and include:

- End-to-end automation of real-time cloud, hardware, and service transactions as singular quotes, ordering and invoicing, including custom configurations and industry-specific special pricing.
- Automated ordering and management of cloud subscriptions with hardware, services, and software on a single quote, making it easier for any channel partner to provide high-value solutions.
- Fully persona-based business insights, reporting, and solution recommendations using AI/ML models.
- A native Xvantage Mobile App allowing customers to work in real-time from anywhere.
- Collaboration with IT industry Hyperscalers, including AWS, improving the experience of IT channel partners worldwide with consolidated purchasing and billing to building, deploying, and managing custom solutions and services.

Xvantage Serves the Industry with Greater Success at Scale

Adding to the momentum around Ingram Micro and Xvantage is the continued and growing support of its customers and technology vendors.

"The introduction of Xvantage has changed how we work and how we think about the future of our company and the experience we want to create and innovate around for our team and our customers," says Bill Blum, President, Alpine Business Systems and U.S. Co-President of Trust X Alliance, an exclusive, global community of strategic Ingram Micro customers.

“The combined leadership of Bay and Sahoo is inspiring and impactful. Congrats to Sanjib and Ingram Micro and the continued advancement and adoption of Xvantage.”

At the 2024 Ingram Micro ONE Innovation Summit, HP’s VP Global Channel Partner Sales shared his experience with Sahoo on stage, stating Ingram Micro is “disrupting the distribution at its core” with Xvantage.

Ingram Micro was a pilot partner of the new Buy with AWS feature available through AWS Marketplace. This allows Ingram Micro to provide simplified software buying experiences for customers on its website, powered by AWS Marketplace. Additionally, Ingram Micro recently announced a multi-year Strategic Collaboration Agreement (SCA) with AWS, designed to drive more business to and through the global IT channel via Xvantage.

“With the combined power of our people and our Xvantage platform, we will distribute even greater success at scale for our growing ecosystem of customers, vendors, and alliances,” concludes Bay.

About Ingram Micro

Ingram Micro (NYSE: INGM) is a leading technology company in the global information technology ecosystem. With the ability to reach nearly 90% of the global population, we play a vital role in the worldwide IT sales channel, bringing products and services from technology manufacturers and cloud providers to a highly diversified base of business-to-business technology experts. Through Ingram Micro Xvantage™, our AI-powered digital platform, we offer what we believe to be the industry’s first comprehensive business-to-consumer-like experience, integrating hardware and cloud subscriptions, personalized recommendations, instant pricing, order tracking, and billing automation. We also provide a broad range of technology services, including financing, specialized marketing, and lifecycle management, as well as technical pre- and post-sales professional support. Learn more at www.ingrammicro.com.

Forward-Looking Statements

This release contains “forward-looking statements” within the meaning of Section 27A of the Securities Act of 1933, as amended, Section 21E of the Securities Exchange Act of 1934, as amended, and the Private Securities Litigation Reform Act of 1995. You can identify forward-looking statements because they contain words such as “believes,” “expects,” “may,” “will,” “should,” “seeks,” “intends,” “plans,” “estimates,” or “anticipates,” or similar expressions which concern our strategy, plans, projections or intentions. These forward-looking statements may be included throughout this press release and involve a number of risks and uncertainties, including those related to matters such as our industry, growth strategy, goals, and expectations concerning our market position, future operations, margins, profitability, capital expenditures, liquidity and capital resources, other financial and operating information, and other risks and uncertainties identified in our filings with the SEC. By their nature, forward-looking statements are not statements of historical fact or guarantees of future performance and are subject to risks, uncertainties, assumptions, or changes in circumstances that are difficult to predict or quantify. Our expectations, beliefs, and projections are expressed in good faith, and we believe there is a reasonable basis for them. However, there can be no assurance that management’s expectations, beliefs, and projections will result or be achieved, and actual results may vary materially from what is

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