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Ingram Micro Names Jennifer Anaya Vice President of Marketing for North America

Esteemed Marketing Executive Returns to Distributor to Build on the Success of Its North America Marketing Organization and Further Develop Its Dedicated Marketing Services Agency

SANTA ANA, CA -- (Marketwire) -- 04/18/12 -- Building on the momentum of its integrated marketing campaigns, customer communities and programs, Ingram Micro Inc. (NYSE: IM), the world's largest technology distributor, today announced the appointment of Jennifer Anaya to vice president of marketing, North America. The new appointment shines the spotlight on the distributor's relentless focus on partner enablement and vision to become the IT channel's top-performing marketing services organization in North America.

With nearly two decades of marketing experience, Jennifer joins Ingram Micro with a track record of success and a reputation for business execution. Regarded as a Channel Chief and one the industry's "Most Powerful Women in the Channel" by CRN Magazine, Jennifer is recognized for her channel insight, innovative thinking and proven ability to marry marketing science with business strategy to help channel partners drive sales and exceed business goals.

As vice president of marketing for Ingram Micro North America, Jennifer is responsible for the distributor's U.S. and Canadian marketing organizations, in addition to branding and marketing the company's North America region. She is also accountable for setting the strategy, establishing the tactics and overseeing the day-to-day operations of the company's fast-growing Marketing Services and Events Agency, as well as incomparable customer communities, multi-million dollar marketing services engine, two Solution Centers and the Ingram Micro Experience Center, a 1,000-square-foot technology demonstration facility located inside the distributor's Buffalo Solution Center that showcases advanced Cisco architectures such as data center, Borderless Networks and collaboration in real-world business environments.

Prior to rejoining Ingram Micro, Jennifer served as the vice president of marketing for NetEnrich, a Silicon Valley-based provider of remote IT operations and cloud services. In short order, she established NetEnrich as a recognized brand, channel champion and go-to-partner for managed service providers (MSPs) and solution providers looking to build and expand their IT services. Before joining the vendor community, Jennifer spent two years running her own marketing firm, iD8 Marketing and Strategy. There, she established a team of experts who came together to enable several channel vendors and solution providers to develop successful brands and integrated marketing campaigns that clearly articulated their value and delivered meaningful results.

Earlier in her career, Jennifer also spent nearly a decade working for Ingram Micro in a variety of roles and was tasked with overseeing the adoption of Ingram Micro's Partner

Smart brand and spearheading several strategic marketing and communications initiatives including the successful launch of the company's award-winning agency in 2006.

"We are delighted to have Jennifer rejoin Ingram Micro's executive team as vice president of marketing," said Paul Bay, executive vice president, Ingram Micro North America. "Her proven marketing experience, energy and intimate knowledge of Ingram Micro, our partners and the competitive landscape give us the edge we were looking for in a new leader and will help us achieve unbeatable results for our partners, as well as the organization overall."

About Ingram Micro Inc.
As a vital link in the technology value chain, Ingram Micro creates sales and profitability opportunities for vendors and resellers through unique marketing programs, outsourced logistics, technical and financial support, managed and cloud-based services, and product aggregation and distribution. The company is the only global broad-based IT distributor, serving more than 150 countries on six continents with the world's most comprehensive portfolio of IT products and services. Visit www.ingrammicro.com.

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