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Ingram Micro Accelerates Vertical Market Strategy; Appoints Anthony Vottima to Lead U.S. Efforts

Business and Technology Leader Investing in Partner Enablement and Market Intelligence to Fast Track Partner Success in Opportunity Verticals; Announces New Leadership for Specialized Markets

DALLAS, TX -- (Marketwired) -- 03/02/15 -- ***XChange Solution Provider 2015 #XSP15*** - Building on its partner value, [Ingram Micro Inc.](#) (NYSE: IM) today offered a first look at how the industry leader plans to accelerate success within key vertical markets including Education, Federal, Finance, Healthcare, Retail, as well as State and Local.

"Ingram Micro excels at partner education and business enablement, and differentiates its business through leadership, market expertise and business intelligence," says Kirk Robinson, senior vice president, Commercial and Global Markets, Ingram Micro. "We are investing in these five areas to generate greater business value and accelerate success for our channel partners and vendors who specialize in these verticals and others who want to build business practices within one or more of these high opportunity markets."

In support of these growth efforts, Ingram Micro has named vertical market expert and channel leader Anthony (Tony) Vottima as the new executive director and general manager of its Vertical Markets business. Vottima brings more than 26 years of channel and vertical market experience to Ingram Micro, and previously served as the senior vice president of Avnet.

Additionally, Ingram Micro has expanded its team to support the company's growing vertical markets business. The market leader plans to debut a new Healthcare community in Q2, as well as launch a series of education tracks and enablement resources that will build expertise and accelerate time-to-market for channel partners.

"Under Tony's guidance, we will extend our vertical market leadership within the IT channel and further enable channel partners with the insight, resources and technology to be a more strategic technical and business advisor to organizations within these growing markets," states Robinson.

"Ingram Micro offers a unique value proposition that addresses the business challenges, resource needs and technology solutions and expertise channel partners need to win big in vertical markets," says Vottima. "By leveraging its business intelligence, dedicated team of subject matter experts and extensive portfolio of products, solutions and services, Ingram Micro is showing up differently. We are helping channel partners shorten the sales cycle and extend their value."

Vottima and representatives from the Ingram Micro vertical markets team are attending the XChange Solution Provider 2015 event this week in Dallas -- booth no. 114.

Channel partners interested in learning more about Ingram Micro vertical markets, please contact Ingram Micro sales at 800.456.8000.

About Ingram Micro

Ingram Micro helps businesses Realize the Promise of Technology™. It delivers a full spectrum of global technology and supply chain services to businesses around the world. Deep expertise in technology solutions, mobility, cloud, and supply chain solutions enables its business partners to operate efficiently and successfully in the markets they serve. Unrivaled agility, deep market insights and the trust and dependability that come from decades of proven relationships, set Ingram Micro apart and ahead. Discover how Ingram Micro can help you Realize the Promise of Technology. More at www.ingrammicro.com.

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