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Microsoft, Trend Micro Veteran To Head NetEnrich's Channel Marketing, Sales

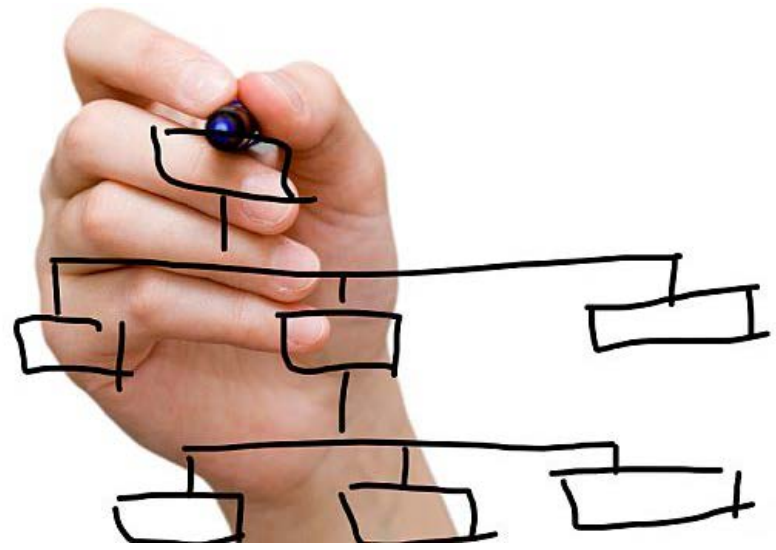
By Edward Gately - News

September 28, 2016



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****Editor's Note:** [Click here](#) to see which channel people were on the move in August. **

Channel veteran Jonathan White, previously with Trend Micro and Microsoft, is **NetEnrich's** new vice president of channel marketing and sales.

White has more than 20 years of senior channel marketing and management experience, most recently as director of SMB channel marketing at Trend Micro, where he grew MSP revenues by 25 percent. He also spent 12 years at Microsoft working in various field and channel marketing roles across the company's **mobile**, business applications and **cloud** technology portfolio.



NetEnrich's Jonathan White

As Microsoft's global channel marketing lead, he helped create \$1 million in cloud pipeline opportunities within the SMB market.

"I'm looking forward to joining the NetEnrich team because there are so many unrealized opportunities in the cloud right now and Azure is in the center of the innovation," White said. "I plan to drive strategic partnerships with Microsoft and other key organizations, while also focusing on building a viable, robust and fully engaged channel ecosystem."

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services for migration and management of assets on Azure, including backup, disaster recovery (DR), server and IaaS instances, and business application workloads.

"As our Azure channel business is growing rapidly with multiple Tier-1 and Tier-2 Microsoft cloud solution providers (CSPs), we need a seasoned channel marketer like Jonathan who can expand our partner ecosystem, including pursuing relationships with top-tier distributors," said Raju Chekuri, NetEnrich's president and CEO. "Jonathan brings years of success recruiting and working with Microsoft partners, and developing strategies that can help us grow smartly."



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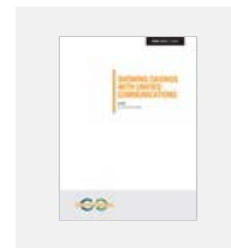
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