

CA renews focus on channel

Appoints channel management team

Computer Associates (CA) has made three appointments to its regional management team to boost the execution of its local channel strategy. Gavin Lawless joins CA as national channel sales manager. He replaces Vicki Bain who has been promoted to director, channels and alliances for Australia and New Zealand. She replaces Chris Wilson who has been promoted to channels operations manager for Asia Pacific and Japan.

Vicki Bain will drive the local channel strategy to build stronger, mutually beneficial relationships with CA partners and increase joint sales. Bain has 18 years experience in channel sales. Before joining CA, she held various channel roles including director channels Asia Pacific, with Network Associates and regional channel manager Australia and New Zealand, for Adobe Systems.

Chris Wilson is now responsible for CA's go-to-market strategy for partner programs across channel sales, OEM sales and strategic business alliances organisations in the region. With more than 18 years experience, he will lead the setup of CA's regional customer interaction centre operations, which manages customer communications and support. Chris will also drive CA's expansion into the small and medium-sized business market across the region.

Wilson joined CA in 1995. Most recently, he was channels and alliances director for CA's Pacific operations. He has also served as marketing manager for the Pacific region and as national channels sales manager for CA in Australia. Prior to this, Wilson worked at software vendors Legent Corporation and Goal Systems and ran his own consulting company in the UK.

Gavin Lawless' main focus is to recruit partners into the Enterprise Solution Partner(ESP) Program, to improve CA's partner training and certification program and help deliver more products to its resellers. He has more than ten years channel sales experience in Australia and overseas.

Lawless worked at Express Data for four years as NSW state manager. Before this, he was a partner at a technology distribution business in South Africa, which was sold to Siltek Holdings in 1998.

Gavin Selkirk, CA's area manager and managing director, Pacific said, "Traditionally CA's global sales model focused on direct sales, but we're changing this. We're enhancing our reseller network worldwide, providing partners with better support and more products. Even though we've always had resellers, the channel has been an untapped market for us until now. We already have more than 650 partners in Australia and New Zealand, which is an excellent foundation to work with. The new channel team will be instrumental to the success of our new strategy."

About Computer Associates

Computer Associates International, Inc. (NYSE:CA), the world's largest management software company, delivers software and services across operations, security, storage, life cycle and service management to optimise the performance, reliability and efficiency of enterprise IT environments. Founded in 1976, CA is headquartered in Islandia, N.Y. and serves customers in more than 140 countries. For more information, please visit <http://ca.com>.