



## Wavelink appoints business development manager to enhance channel program

January 30, 2012 – Wavelink, a value added distributor of enterprise mobility solutions, has appointed Michael Pride to the role of business development manager for the Northern region (NSW, ACT and QLD), and as the sales lead for Citrix's Zenprise MDM solutions nationally. Based in Wavelink's Sydney office, Michael will be responsible for channel management, working with key channel partners to identify and close major opportunities, as well as assist in developing channel capability.

Michael has 25 years' experience in the IT industry in the UK and Australia. Most recently he spent five years in IT security with McAfee and Kaspersky. Prior to that Michael held various management roles at Primus Telecom Australia, Telstra Bigpond and Austar.

Ilan Rubin, managing director, Wavelink, said, "Michael has extensive experience in the IT sector, in the channel space as well as direct touch with end customers. This will contribute significantly to Wavelink's ongoing commitment to servicing its customers through the channel and supporting its channel partners in closing major deals."

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About Wavelink

Wavelink ([www.wavelink.com.au](http://www.wavelink.com.au)) specialises in the supply, marketing and support of a range of leading edge enterprise mobility and UC solutions. Wavelink distributes a range of products from Meru Networks, Zenprise, Polycom, Digium, AirTight Networks and Nomadix. For more information please contact Wavelink on 1300 147 000.