

22. Channel Manager of the Year (m/f)

A Visionary Leader in the Dutch IT Channel

Philip van Gendt, Channel Manager at AvePoint, exemplifies the qualities of an outstanding channel manager. His innovative approach, deep industry connections, and exceptional ability to connect with resellers and distributors have significantly contributed to AvePoint's success in the Dutch IT channel. Philip's leadership and strategic vision have made a lasting impact on the channel ecosystem, driving growth and fostering strong partnerships.

Innovative Personality and Industry Connections:

Strategic Vision and Leadership: Philip has been instrumental in building and expanding AvePoint's channel presence in the Netherlands. His strategic initiatives have helped AvePoint's partners increase their revenue through innovative solutions for Microsoft 365, Teams, Dynamics, Salesforce, and Google Workspace. His ability to lead and inspire his team has resulted in a cohesive and high-performing channel unit that consistently meets and exceeds targets.

Deep Industry Connections: Philip's extensive network within the Dutch IT channel has enabled him to forge strong relationships with key resellers and distributors. His familiarity with the industry and its players has been crucial in driving AvePoint's channel strategy and expanding its market presence (1). His proactive approach to engaging with partners and understanding their unique needs has earned him a reputation for reliability and trustworthiness in the industry.

Innovative Approach: Philip's innovative mindset has led to the implementation of cutting-edge solutions that address the evolving needs of the channel. He has been at the forefront of promoting secure digital collaboration and cloud data management, positioning AvePoint as a leader in the industry. His ability to bundle services and transition from manual to automated processes has boosted profitability for both AvePoint and its partners.

Connecting with Resellers and Distributors:

Building Strong Partnerships: Philip has successfully led initiatives to build out AvePoint's channel, helping Managed Service Providers (MSPs) increase their revenue through security and management services for Microsoft 365, Teams, Dynamics, Salesforce, and Google Workspace. His focus on building strong, lasting relationships with resellers and distributors has been key to AvePoint's channel success. He ensures that partners feel enabled and supported in their partnership with AvePoint.

Driving Business Impact: Philip's efforts in promoting secure collaboration and cloud data management have driven top-line revenue and decreased cost-to-serve for AvePoint's partners. His strategic initiatives have expanded AvePoint's market presence and increased sales across the region. His ability to communicate complex solutions in a clear and compelling manner has been key to his success. He excels in negotiating deals that are beneficial for both AvePoint and its partners, ensuring long-term partnerships and customer satisfaction.

Supporting Partner Success: Philip is dedicated to the professional development of his partners. He conducts regular opportunity coaching sessions, helping partners think strategically about their opportunities and advance their positions within deals. His focus on continuous improvement and

feedback has resulted in a highly skilled and motivated partner network that consistently achieves exceptional performance.

Philip van Gendt's exemplary leadership, strategic vision, and outstanding ability to connect with resellers and distributors make him a deserving candidate for the Channel Manager of the Year Award. His innovative approach, deep industry connections, and commitment to partner success have significantly contributed to AvePoint's channel growth and success. Philip's customer-centric approach, innovative sales strategies, and dedication to excellence set him apart as a leader in the Dutch IT channel.

References:

1. https://cdn.avepoint.com/pdfs/en/ebooks/Channel-Survey-eBook_AU_WEB.pdf?mkt_tok=ODUzLUdXVC02MDYAAAGWc6HP1stkZjeG4HkzsRzbrUk5_SvjbFpr6G3J4ZVPbT1Zv_gsjvUho9O8nim1gmDeyCzt1W0gDTXKShYos5sjMTWu76ocQIA6Cu6MJuxMGfPFD

Supporting Case Studies and Testimonials:

1. **Lucrasoft:**
Case Study: Dutch MSP Lucrasoft quickly transitioned to AvePoint Cloud Backup, providing increased value for customers through better security, usability, and reporting capabilities.
Link: [Case Study: Lucrasoft](#)
2. **Univé VGZ IZA Trias:**
Case Study: Univé VGZ IZA Trias leveraged AvePoint's DocAve and Atlas Software Platforms for comprehensive SharePoint backup, recovery, and management, resulting in significant time savings and enhanced data protection.
Link: [Case Study: Univé VGZ IZA Trias](#)

Philip van Gendt's leadership and innovative approach have made a significant impact on AvePoint's channel success, making him a standout candidate for the Channel Manager of the Year award.