7 Pure Partner Leaders Celebrated by CRN

I am thrilled to spotlight our Pure Storage partner leaders who have been recognized by CRN as Women of the Channel 2024. Each has made a significant impact at Pure and in the broader technology and channel communities. I am very proud to work with them as they drive innovation to empower our partner community. Please join me in celebrating our remarkable channel leaders.

Lauren Rodabaugh has recently been promoted to Senior Director, Global Partner Marketing as a result of her transformative work in building and shaping our partner-first marketing strategy. She plays a key role in our partner approach, with an eye on innovation, creativity, and growth. Lauren leads a team of partner marketers that support our global routes to market across resellers, GSIs, MSP, Distribution, and Alliances, including focused roles that support Pure's partner communities and strategic initiatives. Her team drives awareness and demand in partnership with our global partner organization and the Commercial and Enterprise Line of Business groups, among many other teams.

Cheri Schumacher is Senior Director of Subscription and Partner Enablement and has advanced Pure's Channel business by creating subscription delivery models across our partner ecosystem. She has successfully launched new partner initiatives to drive increased sales of consumption services; these achievements range from building an operational model and enabling resellers to build their own storage-as-a-service offering to rolling out new commercial models for partners selling Pure's consumption services. Cheri has recently taken over the responsibility for partner enablement and the partner portal, focusing on evolving our partner enablement strategy to ensure that all content, tools, and training are relevant and easily consumable by partners. With over 20 years of channel experience, she brings valuable insights into how to simplify partners' interactions with Pure throughout the sales cycle.

Megan Minkiewicz is Sr. Director, Global Partner Programs & Experience and responsible for the development, execution, and management of the industry-leading, award-winning, worldwide Pure Partner Program. This includes the expansion of program routes to market, incentives and benefits, program governance, and driving experience initiatives. Key initiatives include Pure's Voice of the Partner survey, implementation of our global partner locator, and Partner

Advisory Council strategy. As a 25+-year channel veteran, Megan has the innate understanding of the partner point of view and always thinks partner first.

Kristine Wedum is our Partner Sales Director for North Central & Canada. Kristine is dedicated to placing much of her effort on Pure's policies and procedures to ensure they have a positive impact on our partner community's experience and growth. One of her many achievements includes launching a program that recruited new sellers who contributed greatly to Pure's pipeline. Kristine has spent her entire career in the channel and is passionate about building an unrivaled ecosystem of partners that delivers an exceptional experience to customers.

Cindra Ford is AVP of Channel Operations. Cindra focuses on reducing complexity for partners, helping them maximize business opportunities and recurring revenue, and driving usage of Pure's global partner programs to help partners better engage with customers and ultimately increase growth and profitability. To mitigate business risks, she focuses on governance and compliance, systems, and processes across partner and distributor programs.

Jami Haycock is Partner Sales Manager. Jami has worked in the channel for the past 15+ years, always focusing on the federal space. Throughout her eight years at Pure, Jami has built our partner ecosystem from the ground up and created and implemented a Federal Channel plan to ensure we are all enabling and growing our footprint in the partner community. She works with all facets of our business to create a consistent and growing revenue stream with our key partners and continues to develop plans with our key focus partners to ensure they are set up for success.

Our Pure channel leaders being recognized today deliver exceptional results. They have an unstoppable passion for excellence and are dedicated to enabling our partners' success. I am proud to join them on the list of Women of the Channel 2024 and humbled to have been included on CRN's Women of the Channel Power 100 list.