

Wavelink appoints Craig Thompson to the role of channel marketing manager

April 16, 2019 – Wavelink, a leader in providing enterprise solutions to the channel, has appointed Craig Thompson to the role of channel marketing manager.

Based in Wavelink's Melbourne head office, Craig's focus will be on driving channel strategy and growth ensuring that the relationship between Wavelink and its reseller network continues to promote commercial successes on both sides. The main driver will be to develop and execute Wavelink's reseller strategy aligning to the training, sales and enablement needs of the network.

By appointing a designated channel marketing head, Wavelink will be able to facilitate strategic investment of marketing funds to incentivise and enable Wavelink's reseller network.

Craig was previously the partner channel manager for WiseTechGlobal. He has also held account manager roles at AVANSER and Inabox Group.

Ilan Rubin, managing director, Wavelink, said, "Craig's experience working with a global IT company to develop, execute and maintain an effective channel strategy for more than 120 partners worldwide gives him significant strength in being able to position Wavelink for channel growth."

Craig Thompson said, "I look forward to working closely with the Wavelink team and our reseller network to build out the partner program. There is a definite requirement in the marketplace for a strategic marketing plan to be executed across our reseller network as we continue to align with our resellers."

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About Wavelink

Wavelink specialises in providing leading edge enterprise solutions to the channel. Wavelink distributes a range of products from Fortinet, Spectralink, Spok, Olinqua, CenTrak and Digium. For more information please contact Wavelink on 1300 147 000.