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The Content Experts

Millennials in the channel:

Understanding generational differences and the new work psychology

Millennials in the channel: Understanding generational differences and the new work psychology At a recent C4 board meeting, Sandra Boyd of Knightsbridge had one clear message for tech companies: it's time they appealed to millennials. [Read more](#)



Five New Directors Join the Channel

Change is a constant in Canada's IT reseller channel, and at the April meeting of the Canadian Channel Chiefs Council (C4) board of directors, five new members were appointed to the C4 in reflection of change in our industry. [Read more](#)

CDN News Roundup

Summer is coming, so the IT community may be trying to get its big news out of the way before heading off on vacation. The last few weeks saw major leadership changes at Cisco Systems and SAP Canada, confirmation of major licensing changes from Microsoft and a new channel direction from Lenovo. [Read more](#)



Channel Chief Spotlight

We turn the spotlight on Ted Schnarr, director, sales & marketing and channel partner operations with Xerox Canada [Read more](#)