



We are better together: Cisco's Channel Chief, Mark Collins

Business and more importantly business within the channels is all about managing and nurturing relationships; and for the past two decades, Mark Collins, vice-president canadian partner organization for Canada has been successfully doing just that. [Read more...](#)

Next Board Meeting is January 25, 2018.

[Download Your Passport to the Channel](#)

Highlights from previous Board Meeting

The Board worked its way through a packed agenda at its June 1 meeting at Xerox Canada Ltd. [Read More](#)



New Editorial Director, Paolo Del Nibletto shares his C4 mandate

Paolo Del Nibletto, the long-time Editor of CDN – Computer Dealer News, is now the inaugural Editorial Director for the Canadian Channel Chiefs Council (C4). [Read More...](#)

Webinar Opportunity: Five Things You Need to Know Before Becoming a Channel Chief



Channel leaders are accountable for indirect sales motions and scaling their business through strategic partnerships. This role has become so strategic to technology companies that it has its own title: Channel Chief. This position is now considered a C-level role, with equal weight to the sales leaders of a company.

But, what does it take to become a successful Channel Chief, whether it is your full-time role or you are wearing multiple hats in your company? [Read more...](#)



[Share](#)



[Tweet](#)



[Forward](#)