



TC Doyle
Director, Intelligence
Amazon Consulting, LLC



Available for keynote speaking engagements, moderating, panel discussions, executive briefings & track sessions

Biography:

TC Doyle is Amazon Consulting's Director of Intelligence. In his role, TC analyzes industry trends and developments as they relate to partners, alliances and distribution channels. TC authors whitepapers, news briefs, feature stories and executive Q&As for Amazon Consulting. He also is a frequent speaker and moderator at industry events and conferences. A well-known journalist for more than 20 years, TC was the senior executive editor at CMP Media's *VARBusiness* magazine. During his tenure with *VARBusiness*, he oversaw the magazine's news coverage and team of reporters. A columnist, editor and investigative reporter, TC has been recognized for his work by the American Society of Business Press Editors (ASBPE), the Awards for Publication Excellence, Press Access and other organizations.

He is the author of several landmark studies on distribution trends and the author of more than 1,000 technology news articles, columns, features and profiles. During his career, TC has interviewed key industry luminaries including Microsoft chairman Bill Gates, Microsoft CEO Steve Ballmer, Apple CEO Steve Job and Cisco CEO John Chambers. Before working for *VARBusiness*, TC was the senior industry analyst for Channel Information Services, where he studied trends in technology deployment, product distribution and partner program best practices. TC resides in Park City, Utah.

Potential Speaking Topics:

- Channel economics
- Partner business models
- Vendor best practices
- Coverage models and go to market strategies
- Building a leveraged business
- How to recognize and reward partners
- Building a better alliance program

Past Speaking Engagements:

- BAPTIE Channel Focus North America
- IBM PartnerWorld
- CA World
- Ingram Micro GovEd
- CMP XChange

Contact Information:

To inquire regarding TC's availability, please contact Simone Lennon, PR Manager at Amazon Consulting

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