



**Michele Hayes, Senior Director of Worldwide Channels at Talari, Recognized as 2016 CRN® Channel Chief**

**SAN JOSE, Calif.** – February 22, 2016 – [Talari](#), the proven technology innovator and market share leader of Software Defined WAN (SD-WAN) solutions that help businesses perform brilliantly with the creation of a smart network that proactively manages capacity, quality and performance, announced today that [CRN®](#), a brand of [The Channel Company](#), has named Michele Hayes, senior director of Worldwide Channels at Talari, to its prestigious list of 2016 Channel Chiefs. The executives on this annual list represent top leaders in the IT channel who excel at driving growth and revenue in their organizations through channel partners.

Channel Chief honorees are selected by CRN’s editorial staff on the basis of their professional achievements, standing in the industry, dedication to the channel partner community and strategies for driving future growth and innovation. Each of the 2016 Channel Chiefs has demonstrated loyalty and ongoing support for the IT channel by consistently promoting, defending and executing outstanding channel partner programs.

Just last year, Talari rolled out a new partner program that dramatically increased engagement with existing partners and improved recruitment of new partners. Since joining Talari in 2015, Michele’s primary focus has been to increase awareness to and through the company’s partners and increasing engagement. During this time, Talari saw deal registrations increase three-fold over the prior year due to the new program rollout.

"We are honored to present the 2016 lineup of CRN Channel Chiefs, comprised of outstanding executives who move our entire industry forward by cultivating exemplary partner programs and executing cutting-edge business strategy," said Robert Faletra, CEO, The Channel Company. "They represent an extraordinary group of individuals who lead by example and serve as both invaluable advocates and innovators of the IT channel. We applaud their incredible strides and look forward to following their accomplishments in the coming year."

"Over the past year Talari has made significant investments to further support its channel go-to-market strategy," said Kevin Gavin, CMO at Talari. "With the increased focus on partner engagement, we have seen our average revenue per partner increase, as well as seen the number of new opportunities partners are bringing to Talari increase. Given this success, we are extremely proud to have Michele be honored with the CRN Channel Chiefs award."

The 2016 CRN Channel Chiefs list is featured in the February 2016 issue of CRN and online at [www.crn.com/channelchiefs](http://www.crn.com/channelchiefs).

**About Talari**

[Talari](#), the leading provider of [Software Defined WAN](#) (SD-WAN) solutions, is changing the way companies think about, create and manage their WAN by giving the network brainwidth. Only

Talari's THINKING SD-WAN proactively manages capacity, reliability and performance, packet by packet—to keep critical applications running, reduce costs and liberate IT to innovate new ways for the company to be brilliant. To learn more about Talari, visit [www.talari.com](http://www.talari.com).

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**About The Channel Company**

The Channel Company enables breakthrough IT channel performance with our dominant media, engaging events, expert consulting and education and innovative marketing services and platforms. As the channel catalyst, we connect and empower technology suppliers, solution providers and end users. Backed by more than 30 years of unequalled channel experience, we draw from our deep knowledge to envision innovative new solutions for ever-evolving challenges in the technology marketplace. [www.thechannelco.com](http://www.thechannelco.com)

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**Talari Contact:**

Jacqueline Velasco  
Gutenberg Communication for Talari  
408.680.0564  
[talari@gutenbergpr.com](mailto:talari@gutenbergpr.com)

**The Channel Company Contact:**

Melanie Turpin  
The Channel Company  
508.416.1189  
[mturpin@thechannelco.com](mailto:mturpin@thechannelco.com)

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