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## **Michelle Boers of Lifeboat Distribution Recognized as One of CRN's 2018 Women of the Channel**

*CRN names Michelle Boers, Lifeboat Canada Country Manager, to its 2018 Women of the Channel List for her leadership and role in driving channel growth*

**Eatontown, NJ (May 16, 2018)** – Lifeboat Distribution announced today that [CRN®](#), a brand of [The Channel Company](#), has named Michelle Boers, Lifeboat Canada's Country Manager to its prestigious 2018 Women of the Channel list. The executives who comprise this annual list span the IT channel, representing vendors, distributors, solution providers and other organizations that figure prominently in the channel ecosystem. Each is recognized for her outstanding leadership, vision and unique role in driving channel growth and innovation.

CRN editors select the Women of the Channel honorees based on their professional accomplishments, demonstrated expertise and ongoing dedication to the IT channel.

Over the last year Michelle has worked to further the relationship of both Lifeboat's vendor partners and its VAR partners. She has strived to introduce new vendors to these reseller partners, and to help them look for new revenue paths to grow their businesses. Under her direction, Lifeboat hosted its first Lifeboat Canada Partner Conference this year and will continue to host this event annually after achieving remarkable success all around. As a boutique distributor, Lifeboat offers value to its partners by having a quick, responsive and knowledgeable team. This past year Michelle has worked on creating a team where sales reps are viewed as trusted advisors and customers can look to them as an extension of their own team. Michelle increased revenues for Lifeboat's Canada division in 2017 over previous years and is continuing that growth path this year.

"This accomplished group of leaders is steadily guiding the IT channel into a prosperous new era of services-led business models and deep, strategic partnerships," said Bob Skelley, CEO of The Channel Company. "CRN's 2018 Women of the Channel list honors executives who are driving channel progress through a number of achievements—exemplary partner programs, innovative product development and marketing, effective team-building, visionary leadership and accelerated sales growth—as well as advocacy for the next generation of women channel executives."

"We are very excited to have Michelle honored as of the 2018 Women of the Channel award recipients. Michelle is a true asset to our organization and possesses all the qualities that a leader should strive to attain." Said Brian Gilbertson, VP & GM of Lifeboat Distribution.

The 2018 Women of the Channel list will be featured in the June issue of CRN Magazine and online at [www.CRN.com/wotc](http://www.CRN.com/wotc).

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@TheChannelCo names @Lifeboat Distribution's Michelle Boers to @CRN 2018 Women of the Channel list #WOTC18 [www.CRN.com/wotc](http://www.CRN.com/wotc).

**ABOUT LIFEBOAT DISTRIBUTION**

Lifeboat Distribution, a subsidiary of Wayside Technology Group, Inc. (NASDAQ: WSTG), is an international value added distributor for virtualization/cloud computing, security, application and

network infrastructure, business continuity/disaster recovery, database infrastructure and management, application lifecycle management, science/engineering, and other technically sophisticated products. The company helps vendors recruit and build multinational solution provider networks, power their networks, and drive incremental sales revenues that complement existing sales channels. Lifeboat Distribution services thousands of solution providers, VARs, systems integrators, corporate resellers, and consultants worldwide, helping them power a rich opportunity stream, and build profitable product and service businesses.

For additional information visit [www.lifeboatdistribution.com](http://www.lifeboatdistribution.com), or call 1.800.847.7078 (US), +1.732.389.0037 (International), +1.888.523.7777 (Canada), or +31.20.210.8005 (Europe).

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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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