



**Ashley Flaska,**  
**Vice President of Marketing, Zones**

**FOR IMMEDIATE RELEASE**

## **Zones' Ashley Flaska Spotlited on 2025 Women of the Channel Power 80 Solution Provider List**

**Auburn, WA — May 14, 2025 —** [Zones](#), a global provider of end-to-end IT solutions, today announced that [CRN](#)<sup>®</sup>, a brand of [The Channel Company](#), has recognized [Ashley Flaska](#), Vice President of Marketing, as one of its [2025 Women of the Channel Power 80 Solution Provider list](#). This prestigious honor highlights an elite subset of influential solution provider leaders chosen from the CRN 2025 Women of the Channel list.

This annual CRN list celebrates women from vendors, distributors, solution providers and other channel-focused organizations who make a positive difference in the IT ecosystem. The CRN 2025 Women of the Channel honorees are innovative and strategic leaders committed to supporting the success of their partners and customers.

The annual Power 80 Solution Provider list honors the most influential women in leadership at some of the country's most prominent IT integrators, managed service providers, value-added resellers and consultants for their channel advocacy and dedication to helping their customers and technology partners thrive.

Flaska brings more than 20 years of experience in B2B marketing. A business-savvy, results-driven self-starter, she has a proven track record as a top-tier executive with a deep understanding of global business dynamics. Whether leading business development, driving AI integration, or fostering strategic partnerships, Flaska combines a positive attitude with sharp, strategic thinking and a pragmatic approach—qualities that have earned her a respected seat at the leadership table.

*"It's an honor to recognize the outstanding accomplishments of these women, who are leaders and change-makers in the IT channel," said Jennifer Follett, VP, U.S. Content and Executive Editor, CRN at The Channel Company. "Each woman spotlighted on this list has shown exceptional dedication to building creative strategies that propel transformation, growth, and success for their organizations and the*

entire IT channel. We are pleased to spotlight their important contributions and look forward to their future success."

*"Ashley is an exceptional leader whose strategic mindset and unwavering drive continue to elevate the Zones brand and deepen our customer and partner relationships," said Doug Eckrote, Senior Vice President and Chief Operating Officer at Zones. "Her ability to blend creativity with business acumen has made her an invaluable asset to our team, and this acknowledgement from CRN is a well-earned testament to the impact she's making in the channel."*

*"The recognition from CRN is deeply meaningful to me because it reflects not just individual effort, but the collective passion of a team focused on transforming what's possible in technology," said Ashley Flaska, Vice President of Marketing at Zones. "Throughout my career, I've been driven by a belief that marketing can be a powerful force for clarity, connection, and change. At Zones, I'm fortunate to work alongside people who share that vision—and together, we're committed to finding ways to turn complex technology into meaningful solutions for our customers."*

### **About The Channel Company**

The Channel Company (TCC) is the global leader in channel growth for the world's top technology brands. We accelerate success across strategic channels for tech vendors, solution providers, and end users with premier media brands, integrated marketing and event services, strategic consulting, and exclusive market and audience insights. TCC is a portfolio company of investment funds managed by EagleTree Capital, a New York City-based private equity firm. For more information, visit [thechannelco.com](http://thechannelco.com).

### **About Zones**

A global provider of end-to-end IT solutions and managed services, Zones is backed by an unmatched supply chain and more than 35 years as a certified Minority Business Enterprise (MBE). Operating in over 150 countries, Zones delivers complete IT Lifecycle Services that cover every stage of technology—from strategic planning and procurement through deployment, management, optimization, and secure retirement. This lifecycle expertise amplifies Zones' robust portfolio across its business practices, which include Cloud & Data Center, Digital Workplace, Networking and Security. Powered by the highest partner certifications with Microsoft, Apple, Cisco, Lenovo, Adobe, and more, Zones has mastered the science of building and sustaining digital infrastructures that transform how modern organizations do business.

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