

**IMMEDIATE RELEASE**

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**Kim Chau of Zones, LLC Featured on CRN's 2021 Women of the Channel List**

**Auburn, WA, May 24, 2021** — **Zones, LLC**, today announced that [CRN®](#), a brand of [The Channel Company](#), has named Kim Chau, Vice President and General Manager of Marketing, to the highly respected Women of the Channel list for 2021. This annual list recognizes the unique strengths, vision and achievements of female leaders in the IT channel. The 2021 Women of the Channel list acknowledges women from all over the IT channel, including vendors, distributors and solution providers.

The women honored on this year's list pushed forward with comprehensive business plans, marketing initiatives and other innovative ideas to support their partners and customers, helping them through the uncertainty brought on by the global COVID-19 pandemic. CRN celebrates these exceptional women for their leadership, dedication and channel advocacy.

Since leading marketing at Zones, Kim Chau has created an integrated campaign team to generate demand within Zones' target markets and increase its digital presence. Her influence for innovation resulted in team recognition from partners such as Intel, Veritas, and Panasonic. She also encouraged workplace diversity by establishing Zones Women of Technology, a council promoting camaraderie and community for team members.

"CRN's 2021 Women of the Channel list acknowledges accomplished, influential women whose dedication, hard work, and leadership accelerate channel growth," said Blaine Raddon, CEO of The Channel Company. "We are proud to honor them for their many accomplishments and look forward to their continued contributions to the IT channel."

"I'm incredibly humbled and grateful for this recognition from CRN," said Kim Chau. "I'm honored to be included among these 60 incredible executives with the drive and vision to impact the business world. Thank you to CRN and all my Zones colleagues for this acknowledgment."

"This is a proud moment and a big accomplishment for Kim and for Zones," said Derrek Hallock, President and COO at Zones. "Under Kim's leadership, the marketing team delivers business value to the organization, our partner ecosystem, and our clients. I'm incredibly proud of this industry recognition for her. Kim, on behalf of everyone here at Zones, well done and great job."

The 2021 Women of the Channel list was featured in CRN Magazine on May 10 and online at [www.CRN.com/WOTC](http://www.CRN.com/WOTC)

## **About Zones**

Zones, LLC is a global IT solution provider that delivers products and services to help companies make a complete digital transformation – from desktop to the data center – to the cloud and beyond. Zones' expertise is reflected in their business model focusing on Global Supply Chain as a Service, IT Solutions, Cloud, and Managed Services. They leverage a deep portfolio from top-tier technology brands to enable scalability, security, and efficient IT deployments. They utilize the highest technical certification levels from key partners, including Microsoft, Cisco, Dell Technologies, HP Inc., HPE, Apple, Adobe, Intel, Lenovo, and others. Zones operates in more than 100 countries, with multiple regional and executive offices, several distribution facilities, IT partners, and several service affiliates worldwide. As a certified Minority Business Enterprise (MBE) and holder of an elite Corporate Plus Certification, we've proven our ability to support many of the world's largest corporations. For additional information, visit the company's website at [www.zones.com](http://www.zones.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.thechannelcompany.com](http://www.thechannelcompany.com)

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