

Citrix has announced the appointment of Manish Sharma as vice president of partner sales for the Asia Pacific and Japan (APJ) region. Under the new role, he will be responsible for Citrix's partner ecosystem in the APJ region and will oversee the growth of the channel business, driving value for its partners in the region.

Manish is an industry veteran and has over 30 years' experience in channel sales and business across the APJ region. He has extensive experience in business and strategic channel development across diverse regions. He has also worked in and travelled to every country in the APJ region and brings with him a strong understanding of the operating environments in each market. Manish will report to Craig Stilwell, senior vice president, worldwide partner sales, Citrix. Prior to his current position, Manish spent the last 15 years working as a technology partner of Citrix, leading sales operations of NComputing and Wyse across the APJ region. In his new role, Manish will be based in Singapore.

Commenting on his appointment, Manish Sharma, vice president of partner sales, APJ, Citrix, said "Having been part of the Citrix channel ecosystem for the last 15 years, I am thrilled to join Citrix at this exciting time to cultivate the company's partner ecosystem, drive the channel strategy and accelerate the adoption of Citrix products. Citrix is a world-class enabler of digital business with solutions that deliver the experience, security and choice that people and organisations need to innovate, engage customers and be productive anytime and anywhere. I look forward to working with our partners and mutual customers achieve their digital transformation goals,"

Meanwhile, Citrix has appointed Srinivas Nadesan as regional channel director for Asia (ASEAN and Korea). In this role Srinivas will lead the company's channel strategy and partner ecosystem growth across the Asia region, covering ASEAN and Korean markets. He will work closely with Citrix's partners, distributors and system integrators to accelerate the adoption of Citrix's innovations and drive relevance for the Asia market place.

Srinivas Nadesan brings over 19 years of experience in channel and sales management across APJ, ASEAN and Singapore. Most recently, he has served as director, ASEAN channel sales and alliances for Riverbed. He has also held multiple leadership roles at Cisco across strategic alliances, enterprise and commercial sales, managed service businesses and developed key partnerships and alliances for the business, during the 13 years he spent with the company. He

will be based in Singapore.

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