

Tech Talk

The Newsletter
for Tech Data
Employees

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 Tech Data

Holiday Festivities



Tech Data's holiday luncheon was held Dec. 13 at our corporate campus in Clearwater. More than 1,000 employees enjoyed the traditional feast, complete with live entertainment and turkey with stuffing. For more holiday cheer at Tech Data, see page 5 for the results of our record contribution to the annual United Way campaign.

Bem Vindo ao Brasil Tech Data! Welcome to Brazil, Tech Data!

The planned opening of a new distribution center in the heart of Brazil's burgeoning information technology market is yet another significant step in Tech Data's international expansion strategy. This 33,000-square-foot facility — our first in Latin America — will be located approximately 15 miles outside of Sao Paulo in Alphaville.

Scheduled to open in the first quarter of 1997, the Brazil center will initially stock approximately 2,000 SKUs from leading vendors with in-country production facilities, such as Acer, Epson, Hewlett-Packard, IBM and Microsoft. Related negotiations are in progress.

Mauro Moratorio, Microsoft's general director for Brazil, welcomed the new center announcement by saying: "We are thrilled to see Tech Data take this step. Brazil has been ready for global distributors for quite some time. We expect Tech Data's arrival to further accelerate overall channel development."

The center will provide in-country resellers with timely access to product inventory, backed by dedicated sales and customer service support, as well as credit arrangements, logistics and other resources. Brazil is Latin America's fastest-growing and largest market for computer products, according to International Data Corp., which projects industry sales in the country to exceed \$11 billion by 1999.

Marcos Aidukaitis, Tech Data Brazil's "country manager," is leading the startup operation which will initially include approximately 20 employees including sales, customer service, finance and other representatives in addition to warehouse personnel. The company's Miami center will complement our in-country presence and continue to ship all other products to the Brazilian market.

New business units strengthen customer-centric approach

In yet another move supporting our customer-centric philosophy, Tech Data is establishing dedicated business units focused on government resellers and customers purchasing through Tech Data Elect. Mitch Jacobson, who previously led Western U.S. sales, has been appointed vice president and general manager of the new Elect aggregator business unit. Terry Reavis, vice president and general manager of Eastern U.S. sales, will head up the government business unit.

The new business units parallel the structure of our existing Retail and Direct Reseller organization under the direction of Terry Bazzone. The expansion of our sales management team also includes plans to hire a senior vice president of sales. When this position is filled, Peg Caldwell, who currently oversees both

sales and marketing, will transition to her new position as senior vice president of marketing to enhance the company's vendor relations, product marketing, marketing services and communications initiatives.

"Peg has led Tech Data to unprecedented growth this year," commented President of the Americas Tony Ibarguen. "Marketing support for all business segments has become even more critical in today's intensely competitive environment. Peg's knowledge and expertise will add tremendous value and strengthened leadership to this side of our operations, which will be instrumental in reaching our growth goals next year." As part of the enhanced sales organization, the company is also interviewing candidates for three new field sales vice president positions overseeing Eastern, Central and

Western geographic territories. In addition, Marianne Carter, who was most recently director of sales for Merisel, will join the team in mid-January as vice president of Inside Sales, another new position.

Other developments include the appointment of Maria Johnston (formerly director of Customer Relations) to director of Tech Data Elect Support Services, responsible for allocation programs and configuration and assembly services. These services are vital to high-volume system resellers, who represent the target market for Elect. In a major boost to this business unit, Hewlett-Packard recently authorized Elect to sell its systems and LaserJet printers to HP-authorized dealers who previously purchased exclusively from traditional aggregators such as MicroAge, Intelligent Electronics and Inacom.