

 Arcserve Leaders Recognized as CRN’s 2017 Women of the Channel

**MINNEAPOLIS – May 15, 2017 –** [Arcserve, LLC](http://www.arcserve.com), whose breakthrough data protection and availability solutions deliver enterprise power with small team simplicity, today announced that Vice President of Product Management Erica Antony and Director of Marketing Communications Leslie Keil have been named to the prestigious [CRN](http://www.crn.com)® 2017 Women of the Channel list. The executives who comprise this annual list by CRN, a brand of [The Channel Company](http://www.thechannelco.com), 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.

Antony is an industry veteran who has led Arcserve global product planning, pricing strategy, technical communications and competitive intelligence since 2016. She and her team recently launched new versions of technologies within the flagship Arcserve [Unified Data Protection (UDP) solution portfolio](http://arcserve.com/data-protection-solutions/backup-and-recovery-software/), including Arcserve UDP and the [Arcserve UDP Appliance](https://arcserve.com/press-releases/new-arcserve-unified-data-protection-appliance-series-addresses-data-growth-challenges-larger-storage-capacities-optimized-performance/) series, which have gained early traction for helping partners deliver higher operational efficiencies as they improve their RPOs and RTOs, as well as the new [Arcserve UDP Archiving](https://arcserve.com/press-releases/arcserve-acquires-email-archiving-technology-brings-first-unified-data-protection-archiving-solution-small-overstretched-teams/), with a design and go to market strategy centered around the Arcserve partner community.

Keil joined Arcserve Global Marketing in 2015 and leads the company’s global brand positioning that drives worldwide awareness, accelerates business growth and strengthens channel partner relationships. Most recently, Keil launched a new content marketing strategy to improve the buyer’s experience and understanding of the Arcserve portfolio and to provide the Arcserve channel with an increasing number of qualified leads. She also helped re-architect the Arcserve Partner portal, which includes one-click partner access to education and rewards programs.

“A well-deserved congratulations to Erica and Leslie, two outstanding leaders at Arcserve,” said Mike Crest, CEO of Arcserve. “From launching new products and enhancements within our UDP portfolio that have transformed Arcserve into an industry leader, to rolling out compelling Partner Program enhancements, Leslie and Erica continue our commitment to deliver innovative technologies through a partner-first approach to everything we do.”

Arcserve is a channel-first organization focused on providing mid-market organizations with a comprehensive portfolio of robust, yet elegantly simple data protection solutions and world-class support. The combination of Arcserve UDP and partner benefits enable maximum profitability through: advanced demand generation and leading sales methodologies, unmatched incentives, a turnkey deal registration process, complementary training and accreditation, and product and marketing support through the entire customer lifecycle.

CRN editors select the Women of the Channel honorees based on their professional accomplishments, demonstrated expertise and ongoing dedication to the IT channel. “These extraordinary executives support every aspect of the channel ecosystem, working tirelessly to keep the channel moving into the future,” said Robert Faletra, CEO of The Channel Company. “They are creating and elevating channel partner programs, developing fresh go-to-market strategies, strengthening the channel’s network of partnerships and building creative new IT solutions, among many other contributions. We congratulate Erica and Leslie, as part of the 2017 Women of the Channel, on their stellar accomplishments and look forward to their future success.”

The 2017 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 [@Arcserve](https://twitter.com/arcserve)‘s Erica Antony and Leslie Keil to @CRN 2017 Women of the Channel list #WOTC17 #CRNPPG [www.CRN.com/wotc](http://www.CRN.com/wotc).

**About Arcserve**

Arcserve is a leading provider of data protection and recovery software that gives organizations the assurance that they can recover their data and applications when needed. Launched in 1990, Arcserve provides a comprehensive solution for cloud, virtual and physical environments, on premise or in the cloud, backed by unsurpassed support and expertise. Arcserve Unified Data Protection (UDP), available on Arcserve’s appliance or your hardware, drives a full range of highly efficient and integrated data protection capabilities through a simple, web-based user console. Arcserve has a customer base of 45,000 end users in more than 150 countries and partners with over 7,500 distributors, resellers and service providers around the world. Arcserve is headquartered in Minneapolis, Minnesota. Visit [www.arcserve.com](http://www.arcserve.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 unequaled 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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