

eFolder Appoints Channel Veteran as New Sales Leader

Francois Daumard, a former Microsoft and Apple channel veteran, joins eFolder as Senior Vice President of Worldwide Sales

Atlanta, GA – October 5, 2016 – eFolder, a leading supplier of business continuity and file sync services, today announced that Francois Daumard has joined the company as Senior Vice President of Worldwide Sales. Daumard comes to eFolder from AVG, where he served as Vice President of Global Channel Sales, running sales and business development for AVG Business, with teams spread across North America, South America, Europe and Australia. Prior to AVG, Daumard spent fifteen years in various channel sales roles at Microsoft, Apple and IBM. In these roles, Daumard grew the sales of numerous partner programs and forged multiple strategic alliances and partnerships with distributors, cloud vendors and OEMs.

“We are excited to add such a seasoned channel leader to the eFolder management team,” says Kevin Hoffman, chief executive officer at eFolder. “Francois is very well aligned with eFolder’s core values and he shares our passion for partner success. As eFolder gears up for our next leg of growth, we are thrilled to entrust Francois with the mission of helping eFolder partners grow and succeed.”

“I feel privileged to be joining eFolder at this pivotal moment in the company’s growth,” says Daumard. “My personal sales philosophy is simple: success is achieved when partners make money with our products. The eFolder culture aligns perfectly with that belief and it shines through in the company’s stellar reputation with its 3,000 channel partners and the industry at large.”

Daumard spent over a decade at Microsoft in various channel sales and channel marketing roles. After his tenure at Microsoft, Daumard held roles with Apple and IBM focused on the fast-growing mobile and mobile device management categories. Daumard is also active in various industry associations, including leadership and member roles on the CompTIA Vendor Advisory Council.

“Great things are in store for eFolder under Francois’ leadership,” says Arlin Sorensen, founder and chief executive officer of HTG. “I have worked with Francois for well over a decade. He truly understands how to build long lasting and mutually beneficial relationships between partners and vendors. When I learned Francois was joining eFolder as the head of sales, it made perfect sense.”

About eFolder

eFolder is a leading supplier of cloud business continuity, cloud file sync, and cloud to cloud backup solutions for MSPs, cloud service providers, system integrators, and VARs. Delivered as wholesale services to the channel, eFolder enables its partners to provide branded business continuity, file sync, and cloud to cloud backup services and to generate highly profitable, recurring revenue. eFolder services complement many of the managed service offerings already deployed by partners and integrate with common PSA systems, making adoption of eFolder services fast and easy. eFolder also empowers cost-effective partner and end-user private clouds, allowing partners to meet the needs of any client, regardless of size or readiness to engage in public cloud services. eFolder is a privately held company and is headquartered in Atlanta, GA. For more information, please visit: www.efolder.net and follow us on Twitter: [@eFolder](https://twitter.com/eFolder)