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## PRESS RELEASE

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### ***Marcella Mazzucca-Arthur of Priasoft Recognized as One of CRN's 2017 Women of the Channel***

#### ***Channel Marketing Vet Named to CRN's WOTC List!***

Tempe, AZ – (April 05, 2017) – Priasoft, the experts in proven Microsoft Exchange migrations, today announced that [CRN®](#), a brand of [The Channel Company](#), has named Marcella Mazzucca-Arthur, Chief Marketing Officer to its prestigious 2017 Women of the Channel list. The executives who comprise this annual list span the Information Technology channel, representing vendors, distributors, solution providers and other organizations that figure prominently in the channel ecosystem. Each is recognized for their outstanding leadership, vision and unique role in driving channel growth and innovation.

CRN editors select the Women of the Channel honorees based on their professional accomplishments, demonstrated expertise and ongoing dedication to the Information Technology channel.

*“Being named to the 2017 Women of the Channel (WOTC) List is once again an honor and badge I wear with pride,” said, Marcella Mazzucca-Arthur, chief marketing officer for Priasoft. “Not only does it highlight the smart, talented women in Information Technology that are making the channel paramount, it also endorses our continued commitment to see women, who rock the channel, achieve. Kudos to women of the channel everywhere!”*

With over 22 years' experience leading the channel, and marketing for leading Information Technology software vendors inclusive of Microsoft, Mimecast and most recently Priasoft –

Mazzucca-Arthur understands the importance of a proper channel strategy that aligns to measurable marketing practices. Priasoft's management team considered this when looking to hire a seasoned player to drive their channel fueled marketing strategy – and Mazzucca-Arthur is already producing results that advance Priasoft's channel strategy for 2017.

*“These extraordinary executives support every aspect of the channel ecosystem, from technical innovation to marketing to business development, working tirelessly to keep the channel moving into the future,” said Robert Faletra, chief executive officer 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 all 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 @<Company>'s <Women of the Channel Executive's Name(s)> to @CRN 2017 Women of the Channel list #WOTC17 [www.CRN.com/wotc](http://www.CRN.com/wotc).

For more information on Priasoft, please visit their website at [www.priasoft.com](http://www.priasoft.com).

**About Priasoft**

With a North America headquarters situated in sunny Tempe, Arizona, and a practiced network of partners that extends their reach globally, Priasoft's innovative technology is at the forefront of several of the world's most notable Fortune 500 migration projects. Established in 1999, Priasoft was first to market a trusted toolset to expertly migrate customer emails to and from messaging platforms. Since then, their solutions have continued to “set the standard” for proven migration practices and have resulted in the successful migration of over 30,000,000 Microsoft Exchange Mailboxes and Public Folders worldwide. For more information on Priasoft and their network of partners, please visit their website at [www.priasoft.com](http://www.priasoft.com).

**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.thechannelco.com](http://www.thechannelco.com)



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