



February 1, 2006

## PRESS RELEASE

### T.C. Doyle Joins Amazon Consulting, LLC as Director of Intelligence

*T.C. Doyle, Former Senior Executive Editor of VARBusiness Magazine Heads-up Intelligence Practice at Amazon Consulting, LLC*

**Mountain View, Calif., January 23, 2006** - Amazon Consulting, a consulting firm dedicated to helping clients in the high tech industry increase profitability by effectively developing and leveraging their partnerships, announced today that T.C. Doyle, a well known figure in the high technology channel industry, will be joining the organization as its new Director of Intelligence. Doyle was a Senior Executive Editor at VAR Business Magazine (a CMP Media property) for fourteen years. He has over a decade of computer industry experience, is the author of several landmark studies on product distribution trends, and has over a thousand technology news articles, columns, features and profiles to his credit. He has recently interviewed such industry luminaries as John Chambers of Cisco and Bill Gates of Microsoft. He has worked as a senior industry analyst for Channel Information Services and studied trends in technology deployment and product distribution and held a leading position in the research team's foray into the manufacturing best practice analysis. Diane Krakora, President and CEO of Amazon Consulting said, "We are absolutely thrilled to have TC join our team and believe that his contribution, industry knowledge and relationships will help us as an organization reach our goal of becoming the industry recognized thought leader in channel and alliance development and management." Doyle will be based in Salt Lake City, Utah and will focus his efforts on identifying innovative practices and defining industry thought leadership in the channel through research and analysis of recent industry developments, news and trends.

Julie Parrish, Vice President of Global Channel Sales and Strategy at Symantec and a recognized veteran thought leader in the high tech channel space said regarding the announcement, "I think the move to a more consultative and analytical view of the channel world is a great fit for TC's wealth of industry experience and his intuitive grasp of the inherent challenges involved with indirect channel sales strategies. I have no doubt he will continue to be of great value to partnering professionals like myself seeking insight and perspective."

### About Amazon Consulting, LLC

**Amazon Consulting, LLC** is a consulting firm based in the Silicon Valley, California wholly dedicated to helping clients in the high tech industry increase profitability by effectively developing and leveraging their partnerships. Amazon Consulting answers the broadest level of needs, designing and implementing programs that support our clients channel and alliance strategies. Amazon Consulting services range from partner planning, program audits and framework development to staff augmentation, co- marketing services and deliverables and partner portal development.

To read the entire article or learn more about Amazon Consulting, please visit our website at [www.amazonconsulting.com](http://www.amazonconsulting.com).

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