



**August 14, 2007**

**PRESS RELEASE**

**Amazon Consulting, LLC & eChannelLine Publishing Form Alliance to Launch First IT Channel Specific Job Site**

*Established thought leader in partner development and well known IT channel publisher launch technology industry's first job site specifically developed for channel and alliance professionals*

**Mountain View, Calif., Thursday, August 16, 2007** - Amazon Consulting, a consulting firm dedicated to helping clients in the technology industry increase profitability by effectively developing and leveraging their partner relationships, and eChannelLine, one of the world's leading IT Channel publishers, announced the launch of their new online channel job resource called TechChannelCareers.com.

TechChannelCareers.com is the partnering community's only career site specifically geared towards helping technology industry professionals find positions within the areas of channels and alliances.

TechChannelCareers.com is not just a job posting site, it's a great online tool to find channel specific resources such as best practices presentations, thought leadership materials, BLOGs and career-search tools. "Knowledgeable, experienced channel professionals are extremely difficult to find" comments Robert Cohen, president and business editor of Integrated mar.com Corporation. "The industry needs to leverage these experienced channel professionals. TechChannelCareers.com will help this process."

Already some of the industry's most innovative and channel-savvy technology companies have chosen to post available positions on the site including Adobe, Juniper Networks, Emerson Power Network and Sun Microsystems. Lisa Marselli, Director SW Marketing said, "A partner-specific job site is a great idea and absolutely necessary when conducting a search. It will be valuable to have a resource for qualified professionals with channels and alliances experience rather than having to weed through resumes with general industry experience in search of those with some aspect of partner marketing and/or channel sales in their background." Amazon Consulting's Founder and CEO Diane Krakora adds, "We felt it was time that this important niche of the technology industry, which has its own unique set of skills and qualifications, have a home on the internet for posting and locating job opportunities."

**About Amazon Consulting, LLC**

Amazon Consulting, LLC is a partner development firm based in Silicon Valley, California wholly dedicated to helping companies in the technology sector increase profitability by effectively developing and leveraging their go-to-market through channels and alliances. Amazon Consulting takes a holistic approach to partnering, designing and implementing services that support both their clients channel and alliance strategies and program execution. Amazon Consulting offerings range from providing channel intelligence and program development to partnering operations and program execution. PartnerPath<sup>®</sup> by Amazon Consulting offers clients a best-in-class partner portal and program automation solutions. For more information on Amazon Consulting, please visit, [www.amazonconsulting.com](http://www.amazonconsulting.com).

**About eChannelLine Publishing, published by Integrated mar.com**

A full-service marketing and publishing company focusing on developing and implementing channel strategies and tools. As channel publishers they provide access to channel members (Canadian & US) every business day. eChannelLine-Canada and eChannelLine-US have a readership distribution of 196,000 combined. For more information about eChannelLine publishing, please visit [www.echannelLine.com](http://www.echannelLine.com).

To learn more about TechChannelCareers.com or to post a career opportunity in technology channels or alliances, please visit [www.techchannelcareers.com](http://www.techchannelcareers.com) or send an email to [info@amazonconsulting.com](mailto:info@amazonconsulting.com).

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