

## **Brother International's Stephanie DeSanto Named One of CRN's 100 People You Don't Know But Should**

*CRN Highlights the Unsung Heroes of the IT Channel*



**BRIDGEWATER, N.J. -- September 28, 2020** - [Brother International Corporation](#) is pleased to announce that [CRN](#), a brand of [The Channel Company](#), has recognized Stephanie DeSanto, Senior Partner Program Development Manager, as one of the IT channel's 100 People You Don't Know But Should for 2020. This annual list pays tribute to the below-the-radar best and brightest who power the channel every day.

"We have consistently been impressed by Stephanie's work here at Brother in providing value for our Brother Authorized Partners, whether that be in the form of channel programs or the new Partner Portal," said Greg Shipmon, Director, B2B Channel Development, Brother International. "We are so pleased to see her recognized by others outside our organization for her hard work and the contributions she makes to our partner program."

Stephanie has over a decade of channel experience and previously managed the Brother Authorized Partner Channel Account Team. In her new role as Senior Partner Program Development Manager, she focuses on designing, implementing and launching channel programs for the Gold Brother Authorized Partners and leading the implementation of a new partner portal and all of its connecting components to make it simple and easy for the Brother Authorized Partners to leverage Brother's support programs.

“Managing a successful channel partner program today calls for a small army of people, but only a few Channel Chiefs tend to enjoy widespread recognition,” said Blaine Raddon, CEO of The Channel Company. “With the 100 People You Don’t Know But Should, we are delighted to shine a spotlight on an exceptional group of unsung team members, giving them some of the acclaim they deserve for their indispensable contributions to channel success.”

Based on feedback from leading solution providers and industry executives, the CRN editorial team uses the 100 People You Don’t Know But Should list to draw attention to those outstanding channel players who may not be household names, but still work tirelessly to keep their partners thriving and the IT channel growing. The 100 People You Don’t Know But Should will be featured in the October issue of CRN Magazine and can be found online at [www.crn.com/100people](http://www.crn.com/100people).

#### **About Brother International Corporation**

Brother is a leading provider of office equipment technology and document management solutions, including award winning color and black and white multifunctional printers, scanners, label printers and device-based cloud and mobile technologies. The Brother Ptouch line of label and ribbon printers features laminated and specialty tapes along with printable ribbons. Brother printers are consistently recognized as the best in the industry and recently received PCMag’s 2019 Readers’ Choice and Business Choice awards. Brother International Corporation’s At Your Side philosophy demonstrates a dedication to product quality, customer service and dynamic partnerships. Established in 1954 and headquartered in Bridgewater, N.J., Brother markets business, home office and industrial products, along with home appliances. For more information, visit [www.brother-usa.com](http://www.brother-usa.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.

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