



## **Vicki Bilyeu, Channel Marketing Manager of EnGenius Technologies Recognized as one of CRN's 2012 Channel Chiefs**

*New Channel Strategy, Expanded Training Program and Enhanced Partner Benefits Proved  
Dedication to the Channel Resulting in 12 Percent Increase in Channel Partners*

**COSTA MESA – Feb. 20, 2012** – EnGenius® Technologies, Inc., the leader in long-range Wireless-N networking solutions for homes and businesses, announced today that Vicki Bilyeu has been named one of CRN's 2012 Channel Chiefs. This prestigious list of the most influential and powerful leaders in the IT channel recognizes those executives directly responsible for driving channel sales growth within their organization, while evangelizing and defending the importance of the channel throughout the entire IT industry.

As the channel marketing manager for EnGenius, Bilyeu created the strategy and implemented programs that resulted in a 12 percent increase in channel partners in 2011. Much of this growth was directly attributed to an increased focus on the vertical markets including healthcare, education, retail, and government. In addition to investing heavily in the areas of MDF and technical support, Bilyeu realized the benefits that partners could gain from specialized technical training and enhanced EnGenius' online training resources and made them available to all channel partners.

For the ninth consecutive year, Channel Chiefs were selected by the CRN editorial team based on channel experience, program innovations, channel-driven revenue, and public support for the importance of IT Channel Sales.

"We're thrilled that Vicki has been recognized by CRN as one of its Channel Chiefs as it validates her efforts and accomplishments to create and implement a quality channel program that was designed to help our partners grow their businesses and increase their revenues," stated Andy Chang, General Manager of EnGenius Technologies. "While working with vendors that manufacture products that deliver performance, reliability and value is of great importance to resellers, it's ultimately the ability of the reseller to make money by selling, installing and maintaining a particular vendor's solutions that create the most beneficial channel partnerships. The programs that Vicki has put into place are giving our resellers the best of both worlds by offering them high-performance, long-range, versatile solutions

through a reseller program that provides them with training, demo units, support, and margins to help them grow their businesses and increase their profits.”

“The 2012 Channel Chiefs list recognizes vendor executives dedicated to driving channel programs in the IT marketplace,” said Kelley Damore, VP, Editorial Director, UBM Channel. “Our annual Channel Chiefs issue is a must-read for IT solution providers evaluating new vendors or looking to expand solution offerings. These are the people, the products and the programs that any savvy solution provider needs to know. We congratulate this year’s Channel Chiefs for their stellar records of business innovation and applaud them for their continued dedication to the partner community.”

Selected by *CRN*'s editorial staff, the 2012 Channel Chiefs list is featured in the February issue of *CRN Magazine*.

### **About EnGenius Technologies**

EnGenius Technologies, Inc. is an industry expert in wireless communications and radio frequency (RF) technology. The company pioneered “Affordable Long-Range Wireless” communication solutions, and creates wireless voice and data products for home, SOHO and SMB use that are versatile, feature-rich, business-class and affordable. Our complete line of award-winning devices is designed to deliver long-range, fast speeds, robust security, and ease-of-use. Established in 1999, EnGenius Technologies, Inc. is a wholly-owned subsidiary of Senao Networks, a Taiwan RF communications manufacturing company.

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### **About UBM Channel:**

UBM Channel is the premier provider of IT channel-focused events, media, research, consulting, and sales and marketing services. With over 30 years of experience and engagement, UBM Channel has the unmatched channel expertise to execute integrated solutions for technology executives managing partner recruitment, enablement and go-to-market strategy in order to accelerate technology sales. UBM Channel is a [UBM](#) company.

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6,000 staff in more than 30 countries is organized into specialist teams that serve these communities, helping them to do business and their markets to work effectively and efficiently.