



FOR IMMEDIATE RELEASE

Media Contact: Philip Anast
Tech Image (for NEC Display Solutions)
(312) 673-6054
philip.anast@techimage.com

JENNIFER CHEH, VICE PRESIDENT OF MARKETING AT NEC DISPLAY SOLUTIONS, RECOGNIZED AS ONE OF CRN'S 2016 WOMEN OF THE CHANNEL

CHICAGO – May 17, 2016 – [NEC Display](#), a leading provider of commercial LCD display and projector solutions, announced today that [CRN®](#), a brand of [The Channel Company](#), has named Jennifer Cheh, vice president of marketing, to its prestigious 2016 Women of the Channel list.

The female executives who comprise this annual list span the IT channel, representing vendors, distributors, solution providers and other organizations that figure prominently in the channel ecosystem. Each is recognized for her outstanding leadership, vision, and unique role in driving channel growth and innovation.

CRN editors selected the Women of the Channel honorees on the basis of their professional accomplishments, demonstrated expertise and ongoing dedication to the IT channel.

"I am honored to receive this award from *CRN* and to be recognized for my contributions to NEC's sales and marketing programs," Cheh said. "The achievements are a reflection of my team's hard work and dedication to our partners and end-users."

Since joining NEC Display, Cheh has established relationships with top partners by soliciting their feedback to better understand the company's strengths and identify areas for improvement. Additionally, Cheh revised NEC's partner incentives to reward growth

in strategic product categories and expanded its programs to a broader subset of resellers. Cheh's goals for the next year include driving customer brand preference, awareness and engagement, as well as achieving smart growth through a broad offering of products and solutions.

"These executives have made a lasting mark on our industry – growing and elevating partner programs, leading transitions to new business models and introducing cutting-edge go-to-market strategies, among other remarkable achievements," said Robert Faletta, CEO, The Channel Company. "We congratulate all the 2016 Women of the Channel and celebrate their singular contributions to the advancement of the channel ecosystem."

The 2016 Women of the Channel list will be featured in the June issue of *CRN Magazine* and online at www.CRN.com/wotc2016.

Tweet This:

@TheChannelCo names @NEC_Display [Jennifer Cheh](#) to @CRN 2016 Women of the Channel list #WOTC2016 www.CRN.com/wotc2016

#

About NEC Display Solutions of America, Inc.

NEC Display Solutions of America, Inc., a leading designer and provider of innovative displays, offers the widest range of products on the market, such as commercial- and professional-grade large-screen LCD displays, desktop LCD monitors, direct view LED displays, a diverse line of multimedia and digital cinema projectors, and integrated display solutions. Benefitting from the technologies of NEC Corporation and its own Research and Development, NEC produces leading-edge visual technology and customer-focused solutions for a wide variety of markets, including education, retail, transportation, broadcast, enterprise, healthcare, houses of worship, and many more. NEC is orchestrating a brighter world with the quality and reliability of its products and outstanding customer service. For additional information about NEC Display Solutions of America products, call (866) NEC-MORE, or visit the website at www.necdisplay.com. Follow us on our social media channels: [Facebook](#), [YouTube](#), [Google+](#), [Twitter](#) and [LinkedIn](#).

About NEC Corporation

NEC Corporation is a leader in the integration of IT and network technologies that benefit businesses and people around the world. By providing a combination of products and solutions that cross utilize the company's experience and global resources, NEC's advanced technologies meet the complex and ever-changing needs of its customers. NEC brings more than 100 years of expertise in technological innovation to empower people, businesses and society. For more information, visit NEC at www.nec.com.

The NEC Group globally provides "Solutions for Society" that promote the safety, security, efficiency and equality of society. Under the company's corporate message of "Orchestrating a brighter world," NEC aims to help solve a wide range of challenging issues and to create new social value for the changing world of tomorrow. For more information, please visit <http://www.nec.com/en/global/about/solutionsforsociety/message.html>.

NEC is a registered trademark of NEC Corporation. All Rights Reserved. Other product or service marks mentioned herein are the trademarks of their respective owners. ©2016 NEC Corporation.

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 unequaled channel experience, we draw from our deep knowledge to envision innovative new solutions for ever-evolving challenges in the technology marketplace. www.thechannelco.com.