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**JENNIFER CHEH AND BETSY LARSON OF NEC DISPLAY SOLUTIONS HONORED AS  
CRN'S 2019 WOMEN OF THE CHANNEL**

**CHICAGO – May 21, 2019** – [NEC Display Solutions of America](#), a leading provider of commercial-grade digital signage displays and projectors, announced today that [CRN®](#), a brand of [The Channel Company](#), has named Jennifer Cheh, Senior Vice President of Marketing, and Betsy Larson, Senior Vice President of Sales, to its prestigious 2019 Women of the Channel list. The leaders on this annual list are from all areas of the IT channel ecosystem; representing technology suppliers, distributors, solution providers, and other IT organizations. Each is recognized for her contributions to channel advocacy, channel growth and visionary leadership.

CRN editors choose the list from a multitude of channel leadership applicants and select the final honorees based on their professional accomplishments, demonstrated expertise, and ongoing dedication to the IT channel.

“CRN’s 2019 Women of the Channel list honors influential leaders who are accelerating channel growth through mutually-beneficial partnerships, incredible leadership, strategic vision, and unique contributions in their field,” said Bob Skelley, CEO of The Channel Company. “This accomplished group of leaders is driving channel success and we are proud to honor their achievements.”

Cheh has more than 20 years of experience in the technology business developing successful marketing strategies, guiding marketing operations and increasing customer demand. Her role is to provide leadership to the marketing team in business-to-business (B2B) marketing, and develop marketing strategies, programs and initiatives to generate demand for display solutions. She helps grow the company’s connection with partners and customers and help them find the display solutions that will enhance their businesses.



“As an organization, NEC Display puts a strong importance on successfully working with our partners and I’m grateful for this recognition,” Cheh said. “We continuously maintain our focus on achieving smart growth, improving programs & tools that enable the channel to sell our products and solutions, and improve internal processes to make it easier to do business with the company.”

Also honored this year is Betsy Larson, with an extensive background of 24 years in the channel industry, the majority of which she has spent in various positions with NEC. She has spurred improvements and innovation to the company’s partner programs, including creating additional margin incentives, increasing vertical-selling tools and enhancing resources where resellers obtain NEC pricing and promotions.

“Our goal is to continue to create programs that help enable NEC Display’s current and future channel partnerships and this award is evident of the effort we put into these initiatives,” says Larson. “Each vertical we serve is unique to its own industry, so we want to continue to create offerings and innovate solutions to the industries that our partners serve.”

The 2019 Women of the Channel list will be featured in the June issue of CRN Magazine and online at [www.CRN.com/WOTC](http://www.CRN.com/WOTC).

#### **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, integrated display solutions, and analytic business intelligence solutions. The NEC Analytic Learning Platform (ALP) optimizes message delivery with automated content creation and recommendations using AI-based analytics, enabling retailers to customize content based on non-identifying demographic data. 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



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### **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](http://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>.

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### **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. [www.thechannelcompany.com](http://www.thechannelcompany.com)

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