



## **IMMIXGROUP NAMES NEW SENIOR DIRECTOR, MARKET DEVELOPMENT** *Cybersecurity Expert Chris Wilkinson to Expand Capabilities in Big Data, Cloud, and Mobility*

**MCLEAN, VA – Friday, October 10, 2014** - immixGroup, Inc., announced today that it has promoted Chris Wilkinson to the newly-created role of Senior Director, Market Development. Wilkinson will serve on immixGroup's senior management team.

In this new role, Wilkinson is responsible for managing and expanding immixGroup's capabilities in specific technology categories including cybersecurity, big data and analytics, cloud computing, enterprise mobility, IT infrastructure, and business and operations applications. He will work with immixGroup's technology vendors and channel partners to:

- Align their go-to-market strategies to capitalize on business opportunities in each of these technology categories;
- Grow their public sector revenue; and
- Assist joint government customers in identifying and adopting innovative COTS technologies that help them achieve mission success.

Wilkinson will lead initiatives to enhance the technical fluency of immixGroup's employees and provide strategic insight on market opportunities through specialized focus across the expanded list of technology categories. He also will strengthen lead generation programs and acquire new vendors within each technology category specialization to expand immixGroup's software and hardware offerings to government agencies and channel partners.



In taking on this role, Wilkinson will replicate the approach he developed as Director of immixGroup's Cybersecurity Technologies program. Under his leadership of this program, immixGroup grew its cybersecurity vendor list from a dozen companies in 2008 to more than 80 in 2014, representing the most comprehensive portfolio of cybersecurity software offerings available to government. The effort also increased immixGroup's annual cybersecurity product sales from \$75 million to more than \$450 million during that period.

Wilkinson is a recognized expert in the field of public sector cybersecurity, with nearly a decade of business development and sales experience supporting dozens of commercial technology software vendors in growing their business. He is a frequent moderator, speaker, and writer on cybersecurity topics. He holds a B.A. in Business Administration from the University of Pittsburgh.

"Chris has done a tremendous job building our cybersecurity program from the ground up, to the benefit of our government customers, manufacturer clients, and channel partners," said Art Richer, CEO and president of immixGroup. "We welcome his leadership and expertise as we continue to invest in new capabilities that will strengthen our position as the leading distributor of enterprise IT products for the public sector."

"I'm excited to take on this new role to expand our offerings in these technology categories that are critical to the government," said Wilkinson. "I look forward to applying the lessons and best practices I've learned in cybersecurity to help our clients and partners grow their business in new ways while helping our government customers achieve their objectives."

### **ABOUT IMMIXGROUP, INC.**

immixGroup helps technology companies do business with the government. immixGroup's unique platform of services enables software and hardware manufacturers and their channel partners to grow their public sector business and accelerate the sales cycle. Since 1997, immixGroup has delivered the specialized resources

and expertise these companies need to increase their revenue, support their demand creators, and operate efficiently. And government agencies trust immixGroup to provide leading IT products through their preferred contracts and business partners. For more information, contact immixGroup, Inc. at 703-752-0610, via email at [info@immixgroup.com](mailto:info@immixgroup.com), or on the Web at [www.immixgroup.com](http://www.immixgroup.com).

**PRESS CONTACT**

Janna Neequaye  
Marketing Communications Manager, immixGroup  
571.405.2949  
[media-inquiries@immixgroup.com](mailto:media-inquiries@immixgroup.com)