



## **WELCOME TO THE INSIDE CHANNEL**

Welcome to the inaugural issue of The Inside Channel, your monthly pulse on the people, culture, and moments that make Channel Partners. This space is all about celebrating wins, sharing stories, and staying connected. Thanks for being part of what makes this community so special. Let's keep growing, together.

### **IN THIS ISSUE**

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**Straight Talk Highlights**

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**TEAMS Champions**

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**Employee Milestones**

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**Shout Outs**

# ICYMI: HIGHLIGHTS FROM THIS MONTH'S STRAIGHT TALK

- 01 COO Updates
- 02 Meet Our Leaders
- 03 MAG Spotlight
- 04 Employee Recognition



**Andrew Catapano**  
COO

## UPDATES FROM OUR COO

Andrew emphasized the importance of cross-team alignment and a human-first, tech-enabled approach in the field. He highlighted growing client demand for speed, flexibility, and value at shelf, as well as increased competition in automation. Continued growth in high-service regions and rising client trust are fueling renewals and referrals. As team performance gains recognition, the focus remains on reducing manual touchpoints and aligning platforms with tools that truly support the field.

**"EVERY STEP WE'RE TAKING IS ALL ABOUT MAKING YOUR DAY-TO-DAY SMOOTHER, CUTTING DOWN ON REPETITIVE TASKS, AND GIVING YOU MORE TIME TO FOCUS ON WHAT MATTERS MOST."**

# INTRODUCING SOME MEMBERS OF OUR LEADERSHIP TEAM



**Brian Abraham**

Dir. of Operations, BT

## FUN FACTS

When Brian started in 1997 with a background in science he had never worked in Merchandising or even touched a drill. When the opportunity arose to do doorbell resets he jumped on it and eventually worked his way into management. A testament to what's possible with hard work!



**Carolyn Franklin**

Dir. of Operational Finances

## FUN FACTS

Carolyn has 35 years of financial planning experience and 25 years in retail. She currently serves as the PM for the Sirius XM program and oversees operations at the Tampa Office. Her happy place is gardening, meditation, and yoga.



# INTRODUCING SOME MEMBERS OF OUR LEADERSHIP TEAM



**Mollie Gray**  
AVP, Client Service

## FUN FACTS

Mollie has been working with the BDS team at Channel Partners since 2001 and is a boomerang employee, returning after a short time away from the company. Mollie is a true renaissance woman having worked for every department in the company excluding IT and Finance.



**Beth Jones**  
SVP Client Service

## FUN FACTS

Beth is responsible for leading the day-to-day operations for the MAG Experiential team at Channel Partners; she oversees all of the Experiential programs with some notable clients being Microsoft and Northwell Health. Beth lives in Connecticut with her husband and two children.

## TEAM SPOTLIGHT: MAG EXPERIENTIAL

Harnessing 25 years of expertise, MAG is an award-winning experiential team specializing in retail, technology, and lifestyle brands. NYC-born and raised, they bring the city's energy and creativity to global audiences, crafting immersive brand experiences that captivate and convert. An integral part of the larger Channel Partners family of brands, MAG has the resources, scalability, and innovation to execute at any level—from boutique local market activations to large-scale international campaigns.

**“WE ARE THE  
ALCHEMISTS  
OF EMOTION,  
CRAFTING  
MOMENTS  
THAT  
RESONATE  
LONG AFTER  
THE SPOTLIGHT  
FADES.”**

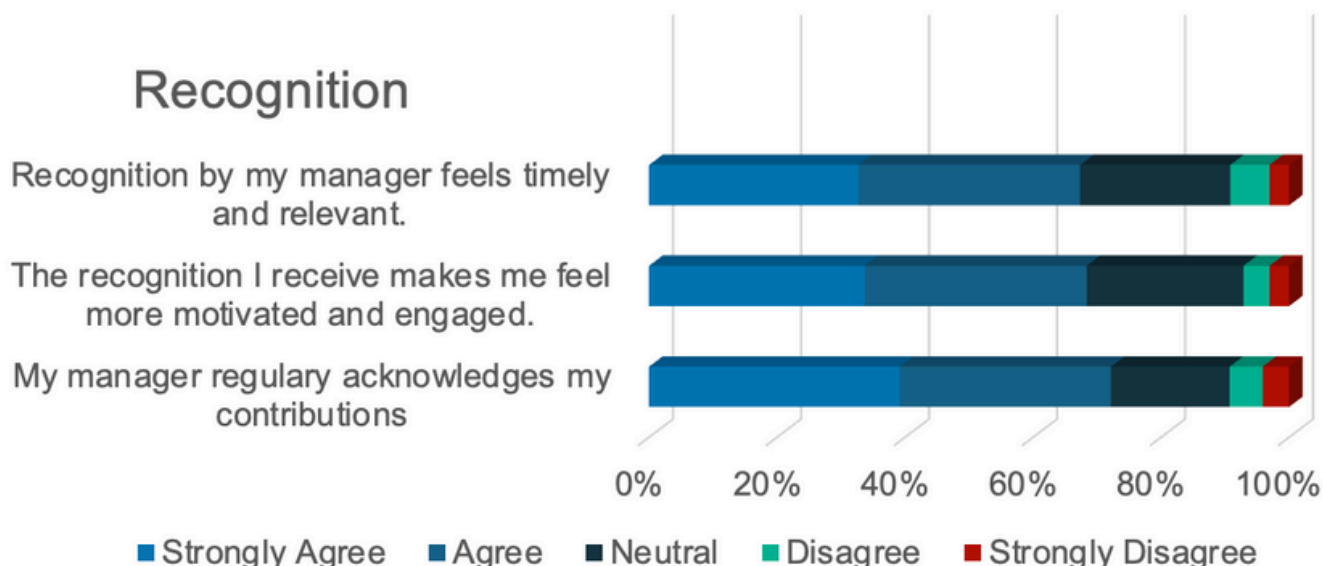
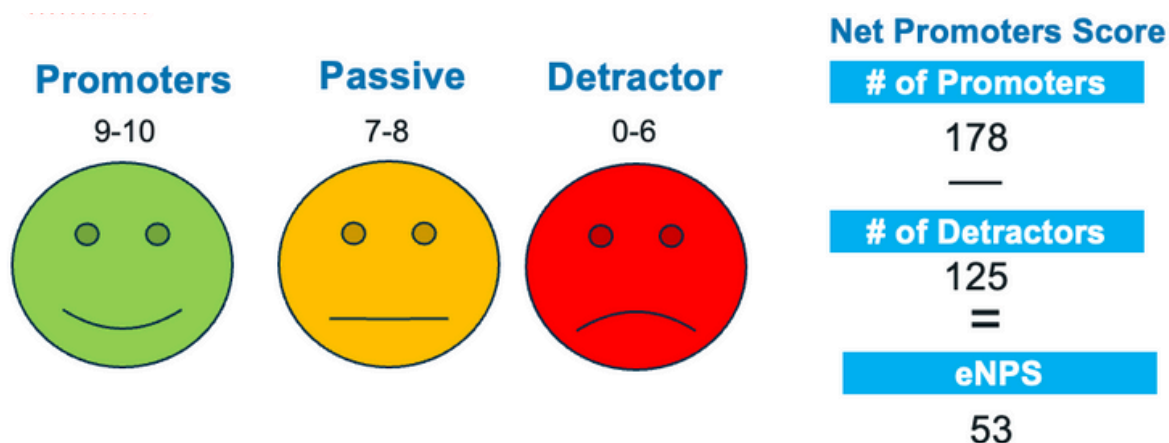


Watch the sizzle reel

# EMPLOYEE RECOGNITION SURVEY RESULTS

At Channel Partners we believe in the power of **Transparency** and **Accountability** when it comes to building trust and creating employer/employee relationships that last. We will be putting out regular surveys to employees to gauge satisfaction across a spectrum of issues and publishing our findings here in The Inside Channel for everyone to see. Below you'll find the results of our most recent survey that ran from 6/17-6/23.

Make sure your voice is heard! Keep an eye out for future surveys and help shape the future of Channel Partners!



# CONGRATULATIONS TO OUR TEAMS CHAMPION AWARD WINNERS

Recognizing our outstanding employees who exemplify our company values day in and day out.

## EMPOWERMENT

Suzann Madox (AMD)  
Xavier Muzquiz (AMD)  
Marilyn Lomax (iRobot)  
Andre Gilbert (iRobot)  
Dawn Holladay (Break Fix)

## ACCOUNTABILITY

Samuel Ramirez (Finance)  
David Arkin (Motorola)  
Derek Herrera (Meta Events)  
Morgan Wilson (MAG)

## MASTERY

Wayne Bush (BTR)  
Kyle McFarland (AMD)  
Noah Scott (Break Fix)  
James Call (Flex Force)  
Melissa Winters (Microsoft)  
Mary Ingram (Finance)  
Eric Feldman (Meta)

## SIMPLICITY

Sean Sanborn (BTR)  
Justine Paquet (Break Fix)



# TEAMS CHAMPION AWARDS



# CELEBRATING SOME MAJOR EMPLOYEE MILESTONES

## ANNIVERSARIES

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### 10 YEARS

Dagley, Dave  
Wade, Barry L  
Sutton, Debra A  
Camp, Mark  
Vincent, Jeffrey

### 5 YEARS

Takn Tse, Man Lok  
Chow, Ritchie  
Stewart, Timothy B  
Pacheco, Lilian  
Merida Rodas, Ingrid  
Brown, Dominique  
Morton, Krista Leigh  
Larsen, Andrea  
Edwards, Thomas

### 1 YEAR

Farooq, Harris  
Johnson, William  
Ryan, Gina  
Montgomery, Michael  
Charles, Ferdinand  
Valverde, Alberto  
Colon Rodriguez, Edwin J  
Hentrel, Ruby  
Young, Casey  
Medina, Jonelle  
Thompson, Goldie  
Norman, Curtis  
Blankenship, Frances  
Panarese, Ralph  
Vance, Treve  
Vance, Jamall  
Jackson, Allen  
Robinson, Nichole  
Hernandez, Yvonne

Metoyer, Toriano  
Cotton, Brian  
Yzaguirre, Theresa  
Almodovar, Sonia  
Kaminkow, Justin  
Garth, Anthony  
Risinger, Richard  
Maysonet Pagan, Misael  
Soto Valentin, Thalia M  
Merced Rosario, Michelle  
Mays, Necolhmee  
Dunn, Lakeysha  
Grell, Angella  
Foncannon, Michael  
Guzman, Andrew  
Thomas, Jaylin  
Echols, Walter  
Mayberry, Corey  
Webber De La Cruz, Uriel





# CELEBRATING SOME MAJOR EMPLOYEE MILESTONES

## ANNIVERSARIES

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### 1 YEAR

Johnson, Eileen  
Mayer, Venessa  
Moss, Efrain  
Ficken, Dereck  
Richardson, Phillip  
Johnston, Kevin  
Morrow, Steven  
Dorsey, Tabaitha  
Sutton, Breanda  
Weathers, Darren  
Schendel, Danyell  
Depena, David  
Kleppelid, Stephanie  
Bell, Edward  
Tebo-Rudman, Gail  
Yates, Richard  
Flores, Jade  
Kemp, Jordan  
Liotta, Victoria  
Enderle, Anthony  
Howe, Theophilus  
Lopez, Angel  
Bennett, Debbie  
Foster, Matthew  
Black, Ayrton  
Demay, Connor  
Simpson, John  
Keith El, Brian  
Arteaga, Christian  
Bright, Landon

Killion, Jonathan  
Leos, Carissa  
Zabala Arroyo, Jesus J  
Arroyo Rodriguez, Julio A  
Rodriguez Rivera, Jesus M  
Centeno Quinones, Angel J  
Carrier, Peyton  
Arnold, Joel  
Manente, Jacob  
Wallace, Ricardo Jose  
Csargo, Anthony  
Ferrell, William  
Helms, Dustria  
Metoyer, Patrick  
Maston, Brittany  
Ziegenfuss, Megan  
Hernandez, Michelle  
Glenn, Kisten  
Anderson, Tom  
Aekins, Amanda  
Mischka, Henry  
Ferguson Gomez, Lisa  
Ladd, Christian  
Kessel, Ron  
Molina, Randolpho  
Martinez, Jarrod  
Mancuso, Heidi  
Tomasino, Stephanie  
Myers, Alfred



# CELEBRATING SOME MAJOR EMPLOYEE MILESTONES

## ANNIVERSARIES

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### 1 YEAR

Duong, Giao Dang  
DiSanto, Alex  
Jackson, Brittany  
Mitchell, George  
Fuller, Joshua  
Fernandez, Luis  
Lagos, Jared  
Lewis, Harry  
Riese, Jake  
Burton, Nicholas  
Attride, Christian  
Piazza, Derek  
Joseph, Bashir  
Hightower, Brian Eric  
Miller, Tristan  
LaRocco, Robin  
Davis, William  
Draper, Amaya  
Cardenas, David  
Ward, Eula  
Flores-Frayre, Jazmin  
DeWitt, Cody  
Thomas, Jennifer  
Begay, Leona  
Charles, Einstein  
Holt, Laura  
Laroche, James  
Lewis, Viqvar

Rodriguez Melendez, Luis M  
Reyes-Gonzalez, Idael  
Irwin, Vincent  
Rosado, Alfredo  
Lynn, Christine  
Lawrence, James  
Halley, Mia  
Wilkinson, Mark  
Corado, Leonel  
Washington, Serenity  
Vega Berrios, Felix  
Hernandez Davila, Eliezer  
Lopez Perez, Jaime J  
Martin-Varble, Deanna  
Joseph, Acola  
Wilson, Courtney  
Williams, Corey  
Begley, Matthias  
Leonardo Santos, Orlando J  
Gomez Ortiz, Lisandra M  
Simmaly, Steve  
Otero Maisonet, Manuel E  
Jimenez Fuentes, David  
Butler, Paul  
Carter, Roberta  
Anderson, Kiara  
Marshall, Cornel  
Diggs, Alma



# CELEBRATING SOME MAJOR EMPLOYEE MILESTONES

## ANNIVERSARIES

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### 1 YEAR

Dennin, Megan  
Cousain, Jamarius  
Jones Harris, Andria  
Sorrell, Joseph  
Northcross, Collin  
Rodriguez Picorelli, Angel Y  
Hughey, Aquil  
Smith, Douglas  
Amin, Ashley Marie  
Collins, Yvonne  
Howard, Jacob  
Fontenot, Victor  
Nieves Rivera, Hector M  
Stearns, Misty  
Schmid, Frank  
Miller, Shannon  
Sovis, Mary  
Warden, Nancy  
Davis, Michael  
Hebert, Shauna  
Castillo, Luis  
Gold, Hastings  
Khlutchina, Yulia  
Maliel, Aashray  
Mslmani, Khaled  
Patel, Rucha  
Sahani, Kashish  
Thakkar, Sanket Vikra



CON  
GRAT  
ULAT  
IONS!

# SHOUT OUTS!

Celebrating our team and the incredible job they're doing all across the country. Have a shout out you want to include? Send it over to [Comms@ChannelPartners.com](mailto:Comms@ChannelPartners.com) and include "Shout Out" in the subject line!

*They were definitely the "A" team. To start with, Allison was a fabulous lead. She kept everyone in check and on the same schedule. Toya, Day and Cyrus followed direction well and were very detail oriented. We were finished a day early due to their great work ethic. It would be a pleasure to have them again at another opening.*

— Michelle on the Portland, OR Apollo team

*Thank you so much! I've said it before, but it's worth repeating, I so appreciate your partnership! The agility that you provide & quality of your reps is excellent!*

— Jessica on the El Rancho Apollo team

*Just wanted to pass along some quick positive feedback about Ramona and Donovan. As you know they were on my team for the ampm beverage project. They were great to team up with and really helped me out when my former team had issues.*

*They showed up on time, jumped right in, and followed the planogram really well. They were super efficient with resets and weren't afraid to ask questions or double-check things to make sure everything looked right. Overall, really solid work and a great attitude. I look forward to working with them again in the future.*

— Dillon



