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By: Marius Oiaga, Technology News Editor

McAfee Promotes Within

David Dickison is new channel chief



The new McAfee North America Channel Executive position will be filled by long time executive David Dickison. The global leader in Intrusion Prevention and Security Risk Management has issued a press release revealing that it has decided to name Dickinson as senior vice president of North American Channels. Dickinson's new role in the company will be to reaffirm McAfee's commitment to increase profits to the members of its SecurityAlliance global partner program. Profitability is the key strategy Dickinson will have to implement focusing on the further growth of the SMB market share. This will be achieved through McAfee's solution providers, while emphasis is put on strengthening the partnership network and developing new collaboration relationships. "Dave has been instrumental in McAfee's successful evolution to a channel- driven organization, and his previous work with partners makes him an excellent choice to lead the North American channel organization and to continue its growth and expansion," said Jim Lewandowski, executive vice president, the Americas at McAfee, Inc. "His commitment to delivering the best partner and customer experience along with his knowledge of the global partner program and the entire McAfee product portfolio will prove essential as he steps into this new role." "Dave Dickison has been with the company for nearly ten years and up until his new role, he filled the position of vice president for System Security in North America, where he coordinated an increase in sales productivity by more than 300% in two years.