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Maintaining Consistency and Clarity of Messaging to Channel Partners

Dubai - Nov 01, 2017: [As the Sales and Channel Director at](http://www.tcfnewswire.net/en/company/sonicwall) [SonicWall](http://www.tcfnewswire.net/en/company/sonicwall), Shahnawaz Sheikh manages distribution and channel in addition to sales and pre-sales teams from emerging countries. His current job role includes bringing SonicWall into the next phase of growth through his baseline of experience and success. His present goal demands the best areas of execution so that results are positive and rapid. The parts that give him the best job satisfaction are ensuring consistent and streamlined run-rate business growth, quarter on quarter, coupled with successful closure of projects every month. “Maintaining consistency and clarity of messaging to channel partners, across a huge multi-cultural, multi-lingual region, is a challenge that I relish,” he says.

[Sheikh](http://www.tcfnewswire.net/en/company/sonicwall/executive-biographies/shahnawaz-sheikh)'s first big move into the regional IT industry was in 2001, when he joined the online division of Westcon Distribution. He joined SonicWall in 2004 and has built its business from ground zero into its 14th year running.

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About SonicWall:

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Over a 25-year history, SonicWall has been the industry's trusted security partner. From network security to access security to email security, SonicWall has continuously evolved its product portfolio, enabling organisations to innovate, accelerate and grow. With over a million security devices in almost 200 countries and territories worldwide, SonicWall customers can confidently say yes to the future.

For media enquiries, please contact:

Frances Manabat

Office: +971 (4) 447 2501

E-mail: frances@tcf-me.com

THECONTENT|FACTORY

<http://www.tcf-me.com/>