

Jaana Linsenmayer of Nintex Recognized as One of CRN's 2016 Women of the Channel

Linsenmayer has made the CRN Women of the Channel list for the second year in a row given her channel knowledge and ability to deliver exceptional programs for Nintex partners

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BELLEVUE, Wash., May 16, 2016 /[PRNewswire](#)/ -- Nintex today announced that CRN®, a brand of The Channel Company, has named **Jaana Linsenmayer, Director of Field and Partner Marketing at Nintex**, to its prestigious 2016 Women of the Channel list. The women executives who comprise this annual list span the IT channel, representing vendors, distributors, solution providers and other organizations that figure prominently in the channel ecosystem. Each is recognized for her outstanding leadership, vision, and unique role in driving channel growth and innovation.

CRN editors select the Women of the Channel honorees on the basis of their professional accomplishments, demonstrated expertise and ongoing dedication to the IT channel.

"These executives have made a lasting mark on our industry—growing and elevating partner programs, leading transitions to new business models and introducing cutting-edge go-to-market strategies, among other remarkable achievements," said **Robert Faletra, CEO, The Channel Company**. "We congratulate all the 2016 Women of the Channel and celebrate their singular contributions to the advancement of the channel ecosystem."

Linsenmayer joined Nintex in January 2015, after spending nine years at Microsoft in various senior marketing roles. Before that she held business analyst to customer service program positions at Cingular and AT&T Wireless. During her tenure at Nintex, Linsenmayer has helped the company launch a revamped, three-tier partner program to support 1,500 channel partners. The tiered Nintex Partner Program recognizes partners for their core capabilities and consistent engagement with the company and with Nintex workflow automation technology, forms, and mobile apps.

Nintex partner program elements that Linsenmayer drove and supported include:

- Launching the **Nintex Partner Portal**, <https://partner.nintex.com>, a website for partners that provides insight on their Nintex activity, registered opportunities, sales, and revenues while providing partners an efficient way to manage their Nintex business. Since launching in July 2015, the portal has seen a 1,400 percent increase in usage.
- Launching a new marketing center for partners to find campaigns-in-a-box, allowing them to co-brand marketing materials, create a specific call-to-action, and run marketing campaigns independently.
- Developing and delivering technical and sales enablement content to hundreds of partners in the Americas, EMEA, and APAC regions.

"Jaana Linsenmayer demonstrates her passion for our business every day," said **Nintex CEO John Burton**. "Nintex partners and customers benefit from Jaana's ability to understand where they are at within the digital transformation journey and her commitment to deliver impactful programs that demonstrate the business power of our automated workflow and document generation technologies."

In the months ahead, Linsenmayer and the Nintex partner team will focus on continuing to expand the company's cloud partner program and the recruitment of new partners from a broader range of platforms, including Salesforce. "Nintex is focusing on leveraging our current partner initiatives and looking at how to better support our partners globally," said **Linsenmayer**. "We're excited to expand our partner support programs in Latin America, which is a growing and important region for the company."

The 2016 Women of the Channel list will be featured in the June issue of CRN Magazine and online at www.CRN.com/wotc2016.

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About Nintex

Nintex, together with its 1,500 partners, helps thousands of customers around the world achieve digital transformation. Operations leaders and IT professionals turn to the Nintex workflow platform to automate processes of all types, pulling together content from disparate sources, from existing enterprise data to content from major ecosystems, such as Microsoft and Salesforce. To learn more visit, www.nintex.com.

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.thechannelco.com

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