



# Enterprise and Cloud Storage

## Recognizing Channel Excellence in High-End Enterprise Storage

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### Biography

**Mitch Diodato** is the Senior Director, Global Channel Sales at Infinidat, a Lenovo company. He has more than 20 years of experience in the IT and storage industry.

Prior to joining Infinidat (<https://www.infinidat.com>), he worked at Arrow Enterprise Computing Systems.

At Arrow ECS, Diodato was the national sales director, working with top channel partners to help them increase revenue by understanding the impact of digital transformation and delivering solutions addressing customers' technical and business requirements.

**James “JT” Lewis** is Director of Channel Sales for EMEA and APJ and Regional Sales Director for DACH and France at Infinidat (<https://www.infinidat.com>), a Lenovo company. He has more than 20 years of experience as a leader managing all aspects of go-to-market strategy, sales integration, and business development, including multi-country channel partner sales programs.

Spanning across his career, he has managed large service and product portfolios in highly competitive worldwide IT markets.

He has a solid track record of developing and executing high impact “partner first” sales strategies, including in his past roles at EMC and RSA earlier in his career.

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### Abstract

Channel partnerships have become a critical driver of growth within the enterprise storage market, enabling vendors to expand market reach, strengthen customer relationships and deliver increasingly sophisticated infrastructure solutions. Infinidat, a Lenovo company, has recognized the achievements of its global partner ecosystem through its 2025 Channel Partner Awards, highlighting organizations and individuals that have demonstrated exceptional commercial performance, technical expertise and customer engagement. The awards illustrate the strategic importance of partner-led business models in supporting enterprise digital transformation while reinforcing the value of collaboration across distribution, sales and technical communities.



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### **The strategic role of channel partners**

As enterprise organizations continue to invest in high-performance, resilient storage infrastructure, technology vendors increasingly rely on channel partners to deliver local expertise, technical consultancy and long-term customer support. Rather than acting solely as resellers, partners now play an integral role in solution design, implementation and lifecycle management, helping organizations maximize the value of enterprise storage investments.

Infinidat's annual Channel Partner Awards recognize organizations and individuals that have contributed significantly to business growth, customer acquisition and technical excellence during the previous year. The programme also reflects the company's continued investment in partner-led sales strategies and collaborative business development.

### **Organizational excellence**

The highest organizational recognition, Partner of the Year, was awarded to Peller Technologies in the Americas for driving strategic growth and delivering major enterprise engagements. In the EMEA region, Nomios Italy SpA received the award for consistently exceeding commercial expectations.

Growth within emerging markets was recognized through the Growth Partner of the Year award, presented to Eshnav for successfully securing multiple new enterprise customers across EMEA.



Distribution partners also played a significant role in expanding market reach. Arrow ECS Italy, sysob IT-Distribution GmbH & Co. KG, iiTD Intelligent IT Distribution, and Networld Corporation were recognized as Distributor of the Year across their respective regions, while Arrow ECS Spain received the Distribution Excellence Award for operational performance.



### **Individual achievement**

Alongside organizational recognition, Infinidat acknowledged the contribution of individuals whose commercial and technical expertise supported customer success.

Awards for sales excellence included Account Executive of the Year, presented to Aaron Harold (Advizex Technologies) and Charlie Hieb (Presidio, Inc.). The Most Challenging Sale – Account Retention award recognized Dean Belvis, Ken Scott and Glenn Orcutt of Peller Technologies for successfully retaining strategic customer relationships.

Brian Bartell of Sycomp was named Most Valuable Partner (MVP) – Account Executive, while Tyrel Diekmann of US Signal received the Most Valuable Partner (MVP) – Solution Architect award in recognition of outstanding technical leadership.

Additional honours included:

- **Account Manager of the Year – High Impact Deal:** Luís Diniz Santos (Inspiring Solutions)
- **Rising Star – Account Executive:** Ryan Gavigan and Chuck Booth (443 Technologies LLC)



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- **Strategic Expansion of the Year – Partner Executive:** Jose Álvarez de Perea (Kyndryl Inc.)
- **Technical Excellence Award – Presales Champion:** Eduardo Soeiro (Inspiring Solutions)
- **Distribution Excellence Award – Operational Leadership:** Jorge Rivera (Arrow ECS Spain)
- **Ambassador of the Year:** Jordi Saltiveri Jovells (NTT Data Group Corporation)

Collectively, these awards highlight the diverse capabilities required to support enterprise infrastructure projects, from solution architecture and presales engineering to account management and operational excellence.

### **Lifetime achievement recognition**

A notable feature of the 2025 awards was the presentation of the Lifetime Achievement Award to Bob Elliott of Peller Technologies. Over nearly two decades, Elliott played a significant role in developing the long-standing partnership between Mainline (now Peller Technologies) and Infinidat, contributing to the deployment of enterprise storage solutions across major organizations.

The award recognizes not only sustained commercial success but also strategic leadership, industry expertise and long-term commitment to advancing enterprise storage adoption through collaborative partnerships.

### **Implications for enterprise storage**

The continued recognition of channel partners reflects broader trends within the enterprise storage industry. As infrastructure environments become increasingly complex – driven by artificial intelligence, cyber resilience, hybrid cloud architectures and escalating data volumes – customers increasingly seek partners capable of delivering integrated technical expertise alongside trusted advisory services.

Award programmes such as Infinidat's therefore serve a broader strategic purpose beyond recognizing performance. They reinforce the importance of ecosystem collaboration, encourage innovation across partner networks and strengthen relationships that enable organizations to address evolving enterprise infrastructure challenges.

### **Conclusion**

Infinidat's 2025 Channel Partner Awards demonstrate the central role of channel ecosystems in driving growth within the high-end enterprise storage market. By recognizing excellence across sales, technical leadership, distribution and strategic partnership development, the awards underscore how collaborative business models continue to create value for vendors, partners and enterprise customers alike. As organizations expand investments in resilient, AI-ready infrastructure, high-performing partner networks are likely to remain a defining competitive advantage within the global enterprise storage industry.