



## Autodesk's Debra Keith Named One of CRN's Power 100 Women of the Channel

August 24, 2009

Leading Channel Publication Recognizes Keith for Her Commitment to Resellers and Innovative Programs

SAN RAFAEL, Calif., Aug. 24 /PRNewswire-FirstCall/ -- Autodesk, Inc. (Nasdaq: ADSK) has announced that Debra Keith, director of telesales and telemarketing for Autodesk, has been named one of CRN's Power 100 Women of the Channel. Each year CRN recognizes the most powerful and influential women who have brought change and innovation throughout their organizations. CRN has been providing channel analysis and technology insight to solution providers in the IT industry for 26 years.

"For the past five years Debra has played a significant role in defining our channel strategy," said Bill Griffin, vice president, Autodesk Channel Sales. "Debra's forward-thinking, reseller-oriented and positive mindset has helped our channel organization implement new programs and increase efficiencies. Most important, she has focused our inside sales team on Subscription sales. With this steady focus, Deb and her team have stabilized our important Subscription business."

Over the past year, Keith has implemented several programs that helped Autodesk Value Added Resellers (VARs) reach more customers, expedite orders and improve customer service. Keith's chief accomplishments in the past year include implementing a Tele-Program Management process; creating Subscription-focused groups within the Autodesk inside sales teams that helped stabilize subscriptions; and leading the One Touch campaign to educate VARs on how to use the Autodesk Business Center's Web Self-Service.

"I am honored to be named one of CRN's Power 100 Women of the Channel," said Keith. "This award validates the hard work my team has been doing over the past year and makes me excited for what's to come in the future. Over the next year I hope to implement programs that will help drive revenues, accelerate the performance of our VARs and enhance operational excellence."

### About Autodesk

Autodesk, Inc. is a world leader in 2D and 3D design software for the manufacturing, building and construction, and media and entertainment markets. Since its introduction of AutoCAD software in 1982, Autodesk has developed the broadest portfolio of state-of-the-art Digital Prototyping solutions to help customers experience their ideas before they are real. Fortune 1000 companies rely on Autodesk for the tools to visualize, simulate and analyze real-world performance early in the design process to save time and money, enhance quality and foster innovation. For additional information about Autodesk, visit [www.autodesk.com](http://www.autodesk.com).

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