



Autodesk's Tamra Muir Receives CRN Women of the Channel Award

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Top Channel Executive Honored for Excellent Leadership and Dedication to Channel Development

SAN RAFAEL, Calif., Jul 26, 2010 (BUSINESS WIRE) --

[Autodesk, Inc.](#) (NASDAQ: ADSK), has announced that Tamra Muir, senior director of Distribution and Alliances, has been recognized by Everything Channel's *CRN* magazine as one of the top "Women of the Channel." *CRN*'s annual list recognizes executives across vendors' channel organizations, distributors and solution providers for their accomplishments over the past year and their positive influence on the technology industry.

"My main goal is to maintain vitality in Autodesk's outstanding Partner Program. I think we've made some very important steps this year to ensure that, and I look forward to a productive year," Muir said. "Autodesk's commitment to the channel is second to none in the industry and I'm honored to be a part of the process as the [Autodesk Partner Program](#) becomes even more streamlined, flexible and beneficial for resellers and customers alike."

Muir was instrumental in launching the Autodesk Learning Express (ALE), an e-learning program that educates volume channel sales representatives about Autodesk product offerings and facilitates easy comparisons between products. Ninety percent of Autodesk's volume partners have already begun using ALE to enhance their sales representatives' skills. Muir also created a channel development group to manage development programs and projects in the context of Autodesk best practices and reseller feedback in the first quarter of 2010.

"We are very excited to see Tamra winning this award," said Steve Blum, senior vice president of Americas Sales, Autodesk. "For the past few years she has been a champion for accelerating channel program development and partner learning, and as a result, we have a best in class training program, and our partners have responded positively. Tamra's forward-thinking, reseller-oriented and positive mindset has helped our channel organization implement new programs and increase efficiencies."

Channel partners are the primary conduit for delivering [Autodesk's 2D and 3D design](#), engineering and entertainment software to customers across multiple industries, including [architecture, engineering and construction](#); [manufacturing](#); [automotive](#); [utilities, telecommunications](#) and [government](#); and [media and entertainment](#).

"Women hold many prominent executive positions at vendor organizations, distributors and solution provider organizations, providing critical insight and influence when it comes to technology and the channel," said Kelley Damore, VP, editorial director, Everything Channel. "We want to honor and congratulate these women for their contributions to the industry and their respective organizations."

To read more news and information about Autodesk, visit the [Autodesk News Room](#).

Everything Channel

Everything Channel is the premier provider of IT channel-focused events, media, research, consulting, and sales and marketing services. With over 30 years of experience and engagement, Everything Channel has the unmatched channel expertise to execute integrated solutions for technology executives managing partner recruitment, enablement and go-to-market strategy in order to accelerate technology sales. Everything Channel is a [UBM](#) company. To learn more about Everything Channel, visit www.everythingchannel.com.

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About Autodesk

Autodesk, Inc., is a world leader in [2D and 3D design](#), engineering and entertainment software for the manufacturing, building and construction, and media and entertainment markets. Since its introduction of AutoCAD software in 1982, Autodesk continues to develop the broadest portfolio of state-of-the-art software to help customers experience their ideas digitally before they are built. Fortune 100 companies -- as well as the last 14 Academy Award winners for Best Visual Effects -- use [Autodesk software](#) tools to design, visualize and simulate their ideas to save time and money, enhance quality and foster innovation for competitive advantage. For additional information about Autodesk, visit www.autodesk.com.

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