



## Autodesk's Tamra Muir Named 'Power 100 Woman of the Channel' by CRN

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### Top Autodesk Channel Executive is honored for Excellent Leadership and Dedication to Channel Development

SAN RAFAEL, Calif., Jul 26, 2011 (BUSINESS WIRE) --

[Autodesk, Inc.](#) (NASDAQ:ADSK), has announced that Tamra Muir, Autodesk senior director of Americas Distribution and Alliances, has been recognized by Everything Channel's *CRN Magazine* as one of 2011's "Power 100 Women of the Channel." It is the second time Muir has been included on *CRN's* annual list, which honors female executives exemplifying success within the IT channel and have reached the highest levels of corporate leadership through high achievement and determined influence in the technology industry.

"The Channel is a critical priority for Autodesk, and I am honored to be a part of that process," said Muir. "As the [Autodesk Partner Program](#) becomes even more streamlined, flexible and beneficial for resellers and customers alike, I will continue to work toward maintaining and enhancing its vitality and integrity."

Muir was also instrumental in the launch of the Autodesk Channel Development Team, developing efficient channel programs to take advantage of Autodesk's best practices and incorporate reseller feedback. Muir also headed Autodesk's Channel Partner framework and the AutoCAD+ program, enabling customers to source and purchase solutions through a single partner and to take advantage of specialized purchase options. In addition to her focus on global expansion, Muir and her team also began the Autodesk Customer Engagement program, the company's best-in-class deal registration system, in Mexico. The program provides resellers with valuable assistance during deal processes, while creating a more streamlined system and encouraging bigger sales for resellers.

"We are very excited to see Tamra again named as one of CRN's top 100 Women of the Channel," said Dave Rhodes, vice president, Americas Sales, Autodesk. "For the past few years, she has been our champion for accelerating channel program development and partner learning. Tamra's influence, positive mindset, and forward thinking have helped our channel organization achieve its overall success."

"This year's Power 100 Women of the Channel list honors the most successful and influential women in the IT channel. The Power 100 list is an elite subset of our annual Women of the Channel list, which recognizes the 100 most influential women of the channel based on their overall achievements, and their influence in the technology industry," said Kelley Damore, VP, editorial director, Everything Channel.

The Power 100 Women of the Channel will be listed on CRN.com. The overall Women of the Channel list will appear in the July 2011 issue of *CRN Magazine*.

#### About 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, visit us at <http://www.everythingchannel.com> or follow us at <http://twitter.com/everythingchnl>.

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#### About Autodesk

Autodesk, Inc., is a leader in [3D design](#), engineering and entertainment software. Customers across the manufacturing, architecture, building, construction, and media and entertainment industries -- including the last 16 Academy Award winners for Best Visual Effects -- use Autodesk software to design, visualize and simulate their ideas. Since its introduction of AutoCAD software in 1982, Autodesk continues to develop the broadest portfolio of state-of-the-art software for global markets. For additional information about Autodesk, visit [www.autodesk.com](http://www.autodesk.com).

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SOURCE: Autodesk, Inc.

Autodesk, Inc.  
Angela Simoes, 415-547-2388  
[angela.simoese@autodesk.com](mailto:angela.simoese@autodesk.com)