



## Autodesk Executives Named CRN Channel Chiefs Four Years Running

Mar 15, 2012

Steve Blum and Bill Griffin Recognized by *CRN Magazine* for Their Commitment to Channel Success

SAN RAFAEL, Calif.--(BUSINESS WIRE)--Mar. 15, 2012-- [Autodesk, Inc.](#) (NASDAQ:ADSK), a world leader in [3D design](#), engineering and entertainment software announced that Steve Blum, senior vice president of Worldwide Sales and Services, and Bill Griffin, vice president of Worldwide Channel Sales, have been named CRN Channel Chiefs for 2012 by *CRN Magazine*.

*CRN* selected Blum and Griffin as Channel Chiefs for their work over the past year to enhance the Autodesk Partner Advantage Program and provide the best resources and solutions to the company's channel partners and customers. 2012 is the fourth consecutive year that Autodesk executives have been selected as Channel Chiefs.

"Autodesk has been working with reseller partners since our start. Resellers are rooted in our business model, and we continue to work hard at evolving a program that helps our partners and provides the necessary tools, training and resources that they need to grow and prosper," said Steve Blum. "As the worldwide sales lead, my goal is to expand programs to help our partners worldwide. This is why we formed a global channel sales organization a year ago. That global team under Bill Griffin's leadership was instrumental in creating and launching the Autodesk Partner Advantage Program to provide resellers with tools and business opportunities with clearly defined incentives."

Over the last year, Blum and Griffin significantly increased the capacity and capability of the Autodesk partner network globally and contributed to the company's continuing overall quarter-over-quarter growth. Channel partners are the key vehicle for distributing Autodesk [3D design](#) products to customers around the world. These partners also help customers be productive and use products successfully through training, integration, support and applications consulting.

"Long-standing relationships with our partners have been a vital component in the success of Autodesk," said Bill Griffin. "We work closely with our partners daily, providing guidance on business and marketing plans, infrastructure support and other business matters. Such reciprocal relationships are what help us continue to refine our program based on partner needs, while also encouraging partners to be innovative and invest in their own businesses. We recognize that our customers' world is constantly changing, so we also need to transform how we and our partners do business together."

For 10 consecutive years, *CRN*, which provides news and strategic information for solution providers, has developed the Channel Chief list. Top Channel Chiefs were chosen based on policy and program innovations made during 2011, the amount of revenue generated through partners, willingness to speak out publicly on behalf of the channel and the number of years they have dedicated to channel activities.

### 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 17 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 a broad portfolio of state-of-the-art software for global markets. For additional information about Autodesk, visit [www.autodesk.com](http://www.autodesk.com).

*Autodesk and AutoCAD are registered trademarks or trademarks of Autodesk, Inc., and/or its subsidiaries and/or affiliates in the USA and/or other countries. Academy Award is a registered trademark of the Academy of Motion Picture Arts and Sciences. All other brand names, product names or trademarks belong to their respective holders. Autodesk reserves the right to alter product and services offerings, and specifications and pricing at any time without notice, and is not responsible for typographical or graphical errors that may appear in this document.*

© 2012 Autodesk, Inc. All rights reserved.



Source: Autodesk, Inc.

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