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**Beth Bromley of Innovative Technology Solutions Featured on
CRN's 2021 Women of the Channel List**

Schaumburg, IL, May 10, 2021 — [Innovative Technology Solutions \(ITS\)](#), *Services that Optimize IT*, today announced that [CRN](#)®, a brand of [The Channel Company](#), has named Beth Bromley, National Account Manager, to the highly respected Women of the Channel list for 2021. This annual list recognizes the unique strengths, vision and achievements of female leaders in the IT channel. The 2021 Women of the Channel list acknowledges women from all over the IT channel, including vendors, distributors and solution providers.

The women honored on this year's list pushed forward with comprehensive business plans, marketing initiatives and other innovative ideas to support their partners and customers, helping them through the uncertainty brought on by the global COVID-19 pandemic. CRN celebrates these exceptional women for their leadership, dedication, and channel advocacy.

Beth Bromley oversees multiple accounts globally for ITS by providing flexible, customized solutions for enterprise infrastructure monitoring and management, service desk outsourcing, desk-side support, and security operations. With 22 years at ITS, she has deep experience across the organization, from managing Operations Service Delivery teams and leading the Solutions Development Group to her account management role today. Her comprehensive knowledge of products and competitors in the tech space has benefited in creating solutions and strategies for her clients as well as the referral of new customers.

"CRN's 2021 Women of the Channel list acknowledges accomplished, influential women whose dedication, hard work, and leadership accelerate channel growth," said Blaine Raddon, CEO of The Channel Company. "We are proud to honor them for their many accomplishments and look forward to their continued contributions to the IT channel."

"ITS is proud to have a number of strong, capable women and minorities working with us. There are



certainly some who stand out, and Beth Bromley is one of those,” says Jesse Alexander, President of ITS. “This recognition of Beth being named to The Channel Company’s 2021 WOTC list is very well deserved - She has the responsibility to support and grow some of our largest clients. She brings understanding, empathy, problem solving and team work to all her engagements, and this approach continues to be appreciated by all the clients in her portfolio. The result of her efforts is seen in the retention and growth of her clients, as well as the regular referral of new clients.”

The 2021 Women of the Channel list is featured in CRN Magazine and online at www.CRN.com/WOTC.

About Innovative Technology Solutions

Innovative Technology Solutions (ITS) is a leading provider of managed IT services that enhance enterprise IT through scalable solutions in device management, service desk, network monitoring, security operations and more. With a focus on end user satisfaction, ITS delivers increased employee productivity, optimized system performance and strategic value through measurable infrastructure ROI. Headquartered in Schaumburg, IL with regional offices throughout the U.S. and globally, ITS has been a trusted partner to companies across key industries for over 35 years. To learn more, visit www.innovativetech.com.

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About The Channel Company

The Channel Company enables breakthrough IT channel performance with our dominant media, engaging events, expert consulting and education, and innovative marketing services and platforms. As the channel catalyst, we connect and empower technology suppliers, solution providers, and end users. Backed by more than 30 years of unequalled channel experience, we draw from our deep knowledge to envision innovative new solutions for ever-evolving challenges in the technology marketplace. www.thechannelcompany.com

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