



Telia Carrier Expands Channel Team to Accelerate Sales in the Enterprise Market

Company Appoints Channel Development Manager to Support the Increased Demand by Enterprises for High-Speed Connectivity

CHANNEL PARTNERS EXPO, Las Vegas, 1 November 2021 – [Telia Carrier](#) announced today that it is expanding its Channel Team, with the appointment of William Drake to Channel Development Manager. In his role, Drake will be responsible for identifying and adding new partners while supporting Telia Carrier's existing channel partners. Telia Carrier's channel program and team expansion enable Telia Carrier to strengthen its partner relationships and bring on new channel partners to effectively cross-sell the Telia Carrier portfolio of leading services, including global [IP Transit](#), [Wavelengths](#), [Ethernet](#), and [Cloud Connect](#) services.

"As Telia Carrier continues to grow and transform as a new standalone company, we remain committed to expanding service and support for our partners and increasing distribution through our award-winning Channel Program," said Rob Pulkownik, Head of Channel Sales. "By building out our team, we are poised to better support our partners in delivering leading wholesale connectivity services to their enterprise customers. The addition of William Drake is the first step in that growth, and I believe he will be instrumental in our expansion."

Drake will focus on expanding the Telia Carrier Channel footprint by providing a seamless sales experience for new and existing partners. Drake joins Telia Carrier from Zayo Group where he was known for delivering exceptional support across the channel partner ecosystem.

Award-Winning: Telia Carrier's Conflict-Free Channel Program

Telia Carrier Conflict-Free Channel Program enables the Master Agent community to provide their customers with a high-performing alternative to the traditional telecom providers' channel model. Created based on both positive and negative feedback from in-depth discussions with Master Agents, the Conflict-Free Channel Program allows Channel Partners to work directly with seasoned Telia Carrier account directors.

Telia Carrier has two key features that differentiate the Conflict-Free Channel Program from others:

- A commitment that each initial inquiry will receive a response within one business day (24 hours). This initial response does not guarantee that the lead will turn into a transaction,



but it communicates to the inquirer that their request matters and is being carefully evaluated.

- The program also has a unique pricing structure, with direct and indirect teams working on a single pricing sheet. This ensures mutual prospects receive pricing parity, eliminating the potential for channel prospects to approach Telia Carrier directly to secure more favorable pricing or terms. Additionally, if two-channel partners approach Telia Carrier with the same opportunity, they will be provided with identical pricing for identical requests.

Telia Carrier was recognized for a second year in a row as the “Most Responsive Supplier Channel Team” by [ChannelVision](#) in their [2021 Visionary Spotlight Awards](#) for its dedication to the customer experience setting them apart in the competitive network services market.

About Telia Carrier

Telia Carrier solves global connectivity challenges for multinational enterprises whose businesses rely on digital infrastructure. On top of the world's #1 ranked IP backbone and a unique ecosystem of cloud and network service providers, we provide an award-winning customer experience to customers in 120 countries worldwide. Our global Internet services connect more than 700 cloud, security and content providers with low latency. For further resilience, our private Cloud Connect service connects directly to Amazon Web Services, Microsoft Azure, Google Cloud, IBM Cloud and Oracle Cloud across North America, Europe, and Asia. Discover more at [Teliacarrier.com](https://teliacarrier.com), and follow us on [LinkedIn](#) and [Twitter](#).

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Contacts

Telia Carrier

Martin Sjögren, Senior Manager PR and Analyst Relations

+46 (0)707 770 522

martin.sjogren@teliacompany.com

Media Contact, Americas

Margaret Carpo, Engage PR for Telia Carrier

+1 510 295 4972

mcarpo@engagepr.com