

## Tech Access finds its range in MENA

**Value added distributor Tech Access has finally been confirmed as an Oracle VAD for the MENA region. The move is just one part of a wider plan that involves a radical step-up in the company's go-to-market strategy.**



**Chris Cornelius has settled pretty quickly into his new role of senior VP sales and support at Tech Access. But then you wouldn't expect anything less given his familiarity with the Sun Microsystems distribution specialist.**

Cornelius ran Sun's MENA business for more than a decade and was at the helm when the server vendor originally appointed Tech Access as its sole channel development provider (CDP) back in 2001.

When Cornelius decided against moving across to Oracle earlier this year following its acquisition of Sun, the offer of joining a management team he knows inside-out was not something he felt he could turn down.

But any suggestion he might be taking things easy after switching from the vendor side of the business to the channel couldn't be further from the truth. Cornelius is overseeing some major changes at the Dubai-based distributor, including the development of its customer base and the expansion of its business on a supplier level.

<http://www.itp.net/582471-tech-access-finds-its-range-in-mena>