



TD SYNEX Accelerates Investment in U.S. Public Sector Business at Annual Red, White & You Event

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New leadership, certification and location enhancements designed to empower partner success in the U.S. public sector

FREMONT, Calif. & CLEARWATER, Fla.--(BUSINESS WIRE)-- TD SYNEX (NYSE:SNX) today kicked off the 20th edition of its annual U.S. public sector customer event, Red, White & You (RWY). Throughout the 3-day event, leaders from TD SYNEX and its subsidiary, [DLT Solutions](#), will explore the latest trends in technology across the U.S. public sector and share how TD SYNEX helps equip partners to take advantage of the growing opportunities across the market.

As a leading distributor and solutions aggregator in both the commercial and public sector market, TD SYNEX is well-positioned to help partners navigate the complexities within the federal, state and local government agencies, and has made a series of recent strategic investments to expand that support. One key investment is the recent addition of industry veteran Wendy Welch as Senior Vice President, Public Sector Sales. Welch has an extensive background across the channel, including at Lenovo, where she delivered back-to-back market share records in the U.S. Public Sector and shaped Lenovo's North America channel strategy. In this new role, she will lead the Federal and SLED businesses, including DLT Solutions, and guide strategy, execution, and organizational development.

"The addition of Wendy reflects our continued investment in TD SYNEX Public Sector as a strategic growth engine," said Gary Palenbaum, EVP, Revenue & Customer Success, TD SYNEX North America. "We are expanding our capabilities across high-growth areas like AI, security, and cloud, while strengthening the operational foundation that partners rely on, from logistics to secure supply chain execution. Wendy brings deep expertise and an ecosystem perspective that will help us further scale our impact, deepen partner engagement, and deliver consistent, accountable results across federal, state, local and education markets."

Welch added, "Public Sector is at an inflection point, with agencies balancing rising service expectations, cybersecurity threats, and the need for responsible modernization. TD SYNEX is uniquely positioned at the center of the ecosystem, and we are doubling down on specialization to help partners deliver durable, secure solutions at scale. I'm excited to join the team at this moment and help further strengthen how we support partners, simplify execution, and enable long-term outcomes for the communities they serve."

This investment builds on the success of DLT achieving Cybersecurity Maturity Model Certification

(CMMC) Level 2 [earlier this year](#), demonstrating the organization's ability to securely handle Controlled Unclassified Information (CUI) through mature cybersecurity controls, formalized processes, and continuous monitoring aligned with U.S. federal government requirements.

TD SYNnex also shared plans on expansion of their DC-area office space to better accommodate training and demo opportunities for customers in the public sector space through the DLT Innovation Center.

To learn more about the TD SYNnex Public Sector or DLT Solutions, visit <https://www.tdsynnex.com/na/us/td-synnex-public-sector>.

About TD SYNnex

TD SYNnex (NYSE: SNX) is a leading global distributor and solutions aggregator for the IT ecosystem. We're an innovative partner helping more than 150,000 customers in 100+ countries to maximize the value of technology investments, demonstrate business outcomes and unlock growth opportunities. Headquartered in Clearwater, Florida, and Fremont, California, TD SYNnex's 23,000 co-workers are dedicated to uniting compelling IT products, services and solutions from 2,500+ best-in-class technology vendors. Our edge-to-cloud portfolio is anchored in some of the highest-growth technology segments including cloud, cybersecurity, big data/analytics, AI, IoT, mobility and everything as a service. TD SYNnex is committed to serving customers and communities, and we believe we can have a positive impact on our people and our planet, intentionally acting as a respected corporate citizen. We aspire to be a diverse and inclusive employer of choice for talent across the IT ecosystem. For more information, visit www.TDSYNnex.com or follow us on [LinkedIn](#), [Facebook](#) and [Instagram](#).

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