



TD SYNEX Evolves AI Go-to-Market Strategy Through Specialized AI Pioneers Program

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First-of-its-kind apprenticeship program cultivates next-gen AI/ML talent to deliver real-world use cases that drive vendor and partner AI success

FREMONT, Calif. & CLEARWATER, Fla.--(BUSINESS WIRE)-- **TD SYNEX** (NYSE: SNX) today announced a strategic enhancement to its AI go-to-market approach, [Destination: AI™](#), with **AI Pioneers**, a specialized apprenticeship program in North America designed to address the AI skills gap by fostering emerging AI/ML talent and connecting partners with real-world AI use cases that empower them to scale confidently.

The first cohort kicked off earlier this year and included students specializing in AI/ML, computer science and data science. During the program, the AI Pioneers work closely with TD SYNEX pre-sales engineers, business mentors and NVIDIA technical experts to develop repeatable AI use cases leveraging [NVIDIA AI Enterprise](#) software including [NVIDIA NIM microservices](#) and [use-case aligned NVIDIA Blueprints](#). The use cases illustrate tangible examples of how partners can implement AI and make it easier for them to develop their own proven, scalable AI solutions.

"Through AI Pioneers, we are investing in the next generation of innovators to address this knowledge gap, providing hands-on AI experience that will drive meaningful business impacts not just for us, but also for our vendors and our partners," said Reyna Thompson, President, North America at TD SYNEX. "This initiative marks an evolution of our AI strategy, showcasing that going to market successfully with AI requires strong partnership across the entire technology ecosystem."

This year's class of AI Pioneers consisted of 16 students who have already developed use cases such as:

- **Agentic Platform for Hospitality & Entertainment:** A digital assistant that uses dynamic AI agents to deliver real-time, context-aware support, enhancing guest experiences and driving operational efficiency across hospitality, entertainment, tourism and events.
- **Knowledge Node:** An AI-powered platform that integrates enterprise data and efficiently routes inquiries to the right knowledge source, streamlining accessibility and improving decision-making.
- **Agent-based Emergency Response Platform:** An adaptable, agent-based system that enhances situational awareness and accelerates incident response by coordinating resources and procedures in real time to protect lives and property.

"Participating in the AI Pioneers program at TD SYNEX has been an incredible experience, providing the opportunity to translate my academic background into practical solutions with real-world impact,"

said Darla Valderrama, a TD SYNEX AI Pioneer participant. "Leveraging NVIDIA's AI technology and collaborating with TD SYNEX engineers has expanded my understanding of how AI can address complex challenges, and I look forward to the opportunities that lie ahead in the industry because of it."

According to TD SYNEX's most recent Direction of Technology report, 75% of partners recognize AI as essential to their future, yet nearly half struggle to implement solutions due to talent shortages. The AI Pioneers program addresses this challenge as an extension of TD SYNEX's broader [Destination AI](#) initiative, which brings together OEMs, cloud providers and ISVs to deliver scalable, customized AI solutions that drive measurable outcomes. By working with TD SYNEX Destination AI Champions and leveraging NVIDIA Blueprints, partners can tailor AI Pioneer use cases to their own data and regulatory needs, enabling faster deployment, new revenue opportunities and stronger positioning as leaders in enterprise AI.

"Empowering the next generation with the skills to lead in AI is essential for addressing real-world challenges," said Geoff Fancher, head of worldwide distribution, NVIDIA. "Together, NVIDIA and TD SYNEX are equipping trailblazing young leaders to drive how AI transforms industries—ensuring both enterprises and startups can unlock its full potential."

"The collaboration between SHI's SPRK internship program and TD SYNEX's AI Pioneers brings together the differentiated and fresh perspectives of young talent, crafting innovative AI use cases that showcase the power of NVIDIA Blueprints in tackling real-world business challenges," said Rami Douenias, Head of AI Solutions Engineering, Partnerships and Business Development at SHI, a TD SYNEX partner. "By integrating the creative vision of our interns with the seasoned expertise of subject matter experts, we are not only advancing technology but also proudly serving as custodians of students' futures, inspiring them to shape the next era of AI innovation and strengthening our collective capabilities through this dynamic partnership."

The 2025 class of AI Pioneers presented their use cases at TD SYNEX's 2025 Inspire conference in Greenville, South Carolina. To learn more, visit www.tdsynex.com/na/us/destination-ai/ai-pioneers/.

AI Pioneers are recruited through TD SYNEX's Summer Internship Program, which provides undergraduate students with hands-on business and technical experience. Following the internship, participants have the opportunity to continue their career journey through programs such as the Technical Scholar Program, a nine- to 18-month part-time role for college juniors and seniors focused on technical training, or the Discovery Rep Program, a three- to six-month rotational program for recent graduates in sales, marketing and product management. To learn more about TD SYNEX's early career initiatives, visit <https://careers.tdsynex.com/us/en/university-recruiting>.

To learn more about TD SYNEX's NVIDIA offerings, visit <https://www.tdsynex.com/na/us/nvidia/>.

About TD SYNEX

TD SYNEX (NYSE: SNX) is a leading global distributor and solutions aggregator for the IT ecosystem. We are 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 SYNEX'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 SYNEX 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, follow our [newsroom](#) or follow us on [LinkedIn](#), [Facebook](#) and [Instagram](#).

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