

GTDC Summit

EMEA • 2025

Recap

Several horizontal lines of varying lengths and shades of blue are positioned at the bottom of the slide, serving as a decorative element.

Distribution Orchestrates the ICT Ecosystem of Today and Tomorrow

Rapid innovation is driving extensive change across the ICT community. From leveraging artificial intelligence to optimize operations and power new business solutions to marketplace platforms that simplify sales and delivery, the channel and the organizations it serves benefit greatly from these transformations.

That was just one of the many observations from the GTDC Summit EMEA, 1-3 April, 2025 at the Intercontinental Madrid. More than 200 ICT vendor and distribution executives participated in this year's event to discuss a variety of channel topics, including the innovation revolution and value of orchestration across the ecosystem.

Thank you to all who attended, and here are a few highlights from those who may have missed GTDC Summit EMEA 2025. We hope to see you at next year's event.



Opening Keynote: Distribution 2030

GTDC CEO Frank Vitagliano kicked off the event with a brief recap of the industry's evolution over the past few years before shifting attention to the changes ahead. Stressing the accuracy of previous GTDC research that detailed an increasing channel role for ICT distributors in cloud transformation and innovation, he highlighted the many advances as well as the traditional competencies (i.e., logistics, financing and technical support) that empower vendors and partners. "What other organization could fill the channel orchestration role? Distributors have been delivering in these critical areas for years and minimizing the complexity while investing to bring even more opportunities to the channel in the future. They are perfectly positioned to support the overall IT ecosystem."

Vitagliano exemplified those points with the most recent GTDC research, the [Distribution 2030 report](#), and was joined on stage to discuss the key findings by lead author **Dave O'Callaghan**, **founding partner of Vation Ventures**. "Based on our research, channel executives expect the cloud and delivery models to continue to evolve and will need additional resources to support the rapidly changing demands of their end-customers" emphasized O'Callaghan. "The innovation cycle is accelerating, and AI is forcing time to compress for those who manage technologies, trends that we expect to last far into the future."



Frank Vitagliano
CEO
GTDC

Dave O'Callaghan
Founding Partner
Vation Ventures

Keynote

European Economic Outlook

With US tariffs at a level not seen in more than 100 years, uncertainty around global trade and economic conditions has become the norm in 2025, according to **Emily Mansfield, Regional Director, EIU**. Euro zone growth is expected to slow to 2% in 2025, leading central banks to become more cautious with lending and investments, driving down demand for a variety of products. The Chinese GDP increase will slow to a projected 4.6% as the country takes a targeted approach to retaliation with additional tariffs.

Despite the doom and gloom, Mansfield highlighted some bright spots for European business. “We are seeing the most cooperation between UK and EU since Brexit to fund defenses and address all the new economic challenges. Rules are being relaxed to allow greater investments in defense and Germany plans to spend more on infrastructure. Inflation also appears to be moderating.”

[Download Emily's Presentation](#)



Emily Mansfield
Regional Director
EIU

Presentation

From Myths to Math: The Science Behind AI's Big Leap

Artificial intelligence is just math. Antonio Hurtado and Zu Khoja of NielsenIQ removed some of the mystery behind Gen AI, sharing how the technologies turns words into numbers and then makes educated predictions based on past experiences. The duo also dispelled the myth that AI will replace humans and take away jobs. These innovations will drive technological advances and create new and more specialized roles, spurring greater performance and productivity, and a more promising future.

“Gen AI has no thinking, it’s just making a probability calculation to anticipate the next word, number or action. It has no attention or consciousness.” **Zu Khoja, SVP Architecture and Innovation, NielsenIQ.**

[Download the Presentation](#)



Antonio Hurtado
VP Research Science
NielsenIQ

Zu Khoja
SVP, Architecture and Innovation
NielsenIQ

AI Panel

Building a Successful AI Strategy

Solutions fuel the channel ecosystem. Organizations are increasingly dependent on technologies that streamline and automate operations, and AI offers tremendous promise in both areas. Moderated by **IT Channel Consultant Alex Tatham**, the group shared their firsthand experiences and unique insight into the solutions and business use cases that are helping to generate interest and actual revenue streams across the ICT community.

“Sales and marketing are big areas where we’ve seen AI making an impact. We speak with a lot of different customers about their specific needs so we can deliver the right solutions.” **Jelle Acda, CEO, Acda Consultancy.**

“We see AI being used extensively in copy writing and finance. From my vantage point, we’re trying not to be disrupted, but we are infusing

meaningful features to empower our clients and continue to innovate.” **Zu Khoja, SVP Architecture & Innovation Nielsen IQ.**

“Larger organizations may limit the value of their AI solutions by restricting searches and results, but as the data and usage gets more prevalent, the quality of the output will change. It’s all about building solutions that connect to everything.” **Justo Oreja Vega, Director Specialist, Microsoft.**

“Even if you don’t use AI, it will still impact your business, especially the security aspect of these solutions, which is really important. Every company needs a blueprint and a strategy to monitor investments and returns. You start with the areas that can save them the most money first.” **Dennis Watt, CEO, CI Group.**



Moderator
Alex Tatham
IT Channel
Consultant

Panelists
Jelle Acda
Zu Khoja
Justo Oreja Vega
David Watt

CEO, Acda Consultancy
SVP Architecture and Innovation, NielsenIQ
Director Specialist, Microsoft
CEO, CI Group

Executive Panel

Top Distribution Executives Take Center Stage

GTDC CEO Frank Vitagliano lead an insightful conversation with the leaders of four European-based distributors. These executives offered their perspectives on the evolution of the channel, new technologies and the next phases of channel orchestration.

“Looking at AI growth rates, that \$250 billion market is expected to reach trillions by 2030, and many VCs are investing in startups in that space, including 86 new companies in just one year. While these technologies may replace some of the jobs in IT, many of these crucial roles will continue across the ecosystem.” **Ali Baghdadi, SVP & Chief Country Executive, Ingram Micro (MEA focus).**

“You must have a platform as a starting point. You also have to work with vendors in your portfolio and build a mechanism for engagement.” **Nick Bannister, President ECS EMEA, Arrow Electronics.**

“On one side, we have been plagued by over-regulation, and there is a need to ease up a bit. When inflation was zero and money was free, things were different, and any addition to the top line today needs to go towards bottom line improvement, like investing in AI and automation.” **Alessandro Cattani, CEO, Esprinet.**

“There are a lot of concerns in 2025, but as the pandemic showed, distribution is strong. In times like this, technology leaders look to us to develop new opportunities for growth. Our job is to continue to deliver more value to our partners and their customers.” **Frank Salmon, CEO, CMS Distribution Ltd.**

Check out this complete conversation on the April 16th episode of the [Beyond Distribution with GTDC podcast](#).



Moderator
Frank Vitagliano
CEO, GTDC

Panelists
Ali Baghdadi
Nick Bannister
Alessandro Cattani
Frank Salmon

SVP & Chief Country Executive, Ingram Micro
President ECS EMEA, Arrow Electronics
CEO, Esprinet
CEO, CMS Distribution Ltd.

Breakout Sessions

The Power of Data Intelligence

Tatjana Wismeth, Head of Distribution Intelligence for NielsenIQ provided an overview and demonstration of the company's new AI-driven platform, gfknewron.® She walked through all the various aspects of this tool, which integrates the company's available data sets, including distribution, point of sale and consumer intelligence, as well as forecasts.

Tatjana Wismeth
Head of Distribution &
Supply Chain Intelligence,
GfK/NIQ



A Guide to Forecasting

CONTEXT CEO and Founder Howard Davies lead attendees through a collaborative exercise to design a variety of data intelligence reports. Utilizing different product and market criteria, channel executives can create detailed forecasts and project different outcomes.

A man with glasses, wearing a dark suit and a blue shirt, stands next to a large screen displaying a data table. He is gesturing towards the screen. A man is seated in the foreground, looking at the screen. A banner for CONTEXT is visible in the background.

	My Forecast Q1/23F	Historical Q2/24	First Forecast Q2/23F	My Forecast Q2/25F
Units	106	99.4		
Revenue	4,892,513,589	4,894,986,435		
Profit	14	13.3		
Margin	104.5	106		85.4
Units	453,048,576	334,528,015		288,465,257
Margin	8.9	-5.2		

Howard Davies
CEO and Co-Founder
CONTEXT

Finance Forum

GTDC Financial Forum

Developed specifically for vendor finance executives, this session explored the economic benefits of working with ICT distributors compared to other go-to-market strategies. The speakers and panelists shared insight and data points to justify these critical channel investments as well as how to get the greatest return from the various engagements.

Larry Walsh, CEO and Chief Analyst at ChannelNomics opened the session with a deep dive into the value of distribution, followed by an executive panel lead by **GTDC CEO Frank Vitagliano**.



Panel

Alessandro Cattani

CEO, Esprinet spa

Marco Preda

CFO, Europe, TD SYNEX

Kris Mees

Senior Vice President & CFO EMEA
Ingram Micro

Moderator

Frank Vitagliano

CEO, GTDC



Larry Walsh

CEO and Chief Analyst
ChannelNomics

Sustainability Session

Sustainability Gains Momentum Despite the Challenges

ICT professionals with interest in furthering industry sustainability efforts gathered for a second annual session at Summit EMEA. Hosted by **GTDC's Dominique Deklerck**, the group discussed progress in global and regional initiatives, hurdles with the current political environment and ongoing projects. See more highlights from the session, including speakers and key points by downloading the Key Takeaways below.

[Download the Sustainability Key Takeaways](#)



Dominique Deklerck
Sustainability Project Lead
GTDC

Research Report

Have you checked out the new GTDC Tech Distribution 2030 report? With valuable insight on the ongoing evolution of the IT ecosystem and distribution's advancing orchestration role, it's a must-read for every channel executive!

[Download the Free Report](#)



Thank you to all who attended and presented at GTDC Summit EMEA 2025! We appreciate your time and insight and look forward to sharing information on our fall SUMMIT APJ and 2026 events very soon (details to come).

GTDC Events



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LinkedIn: [Global Technology Distribution Council](https://www.linkedin.com/company/global-technology-distribution-council)

