

GTDC Summit

North America • 2025

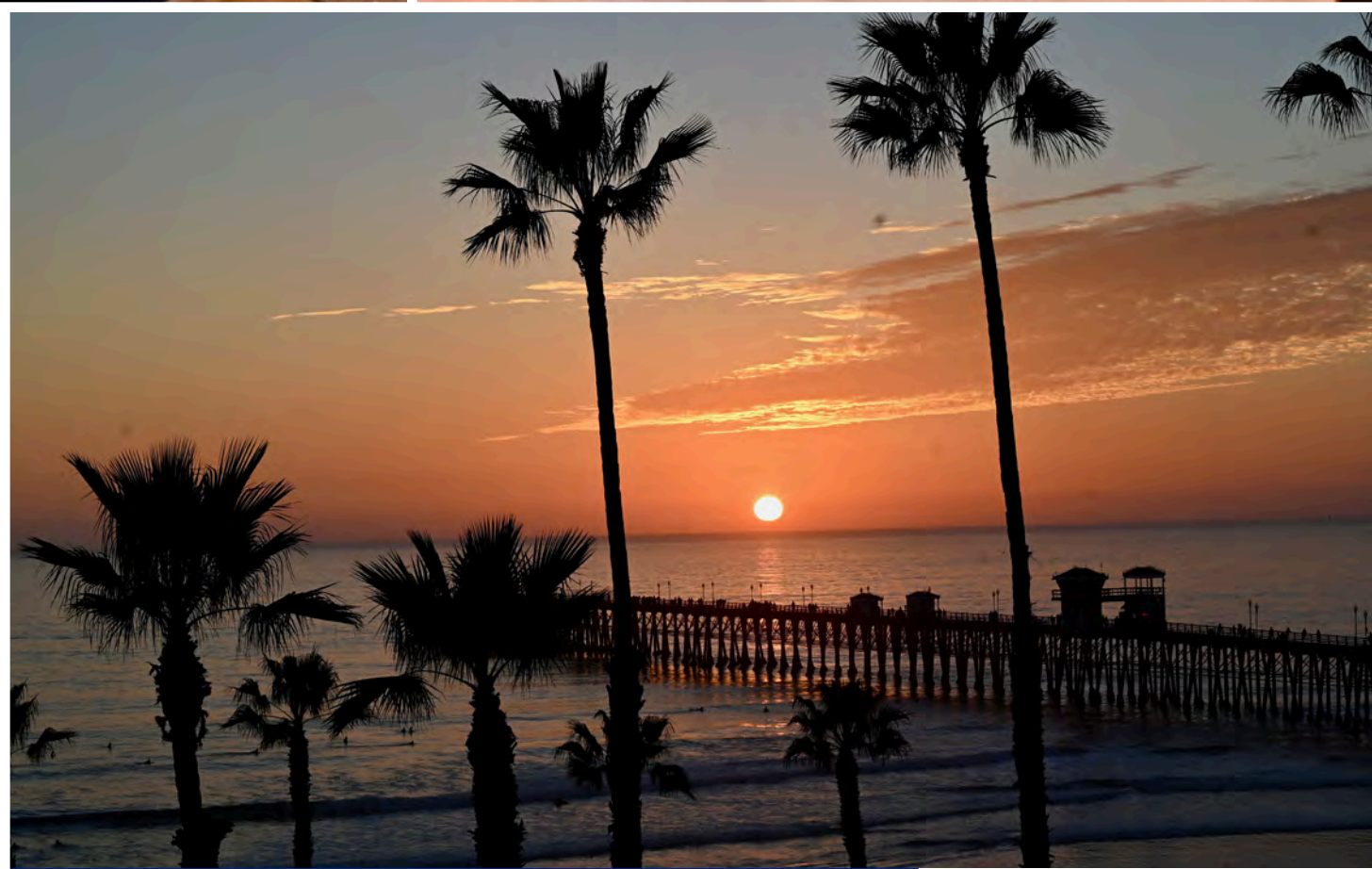
Recap

GTDC Distributors: Orchestrating the IT Ecosystem of the Future

Distribution empowers today's and tomorrow's tech and business communities

Evolution in the IT community is constant. However, with the rate of change and the complexity of new innovations escalating, organizations need more collaborative support than ever before, and distributors fulfill that orchestration role quite effectively.

That topic was the focus of conversations and presentations at the 22nd GTDC Summit North America, held February 20th-21st at the Seabird Resort in Oceanside, California.



Opening

Presenters highlighted the ecosystem shifts, from the solution providers' and vendors perspectives to how end users consume technology today, as well as how distributors maximize ROI for those communities.

GTDC CEO Frank Vitagliano emphasized those transitions and also offered a glimpse of the channel's future with the latest research.

“With the rising complexity of technologies and business models, cloud computing and cybersecurity, not to mention working with hyperscalers, someone has to bring it all together. Who else could do that other than IT distributors? They are orchestrating the IT ecosystem of the future.” To validate that declaration, Vitagliano shared key findings from recent GTDC research and introduced the [latest study](#) that looks into the future of the IT industry, the channel and the evolving role of distribution.

Thank you again to all who attended! Here are some of the key takeaways for those who missed this year's event or wish to revisit the main stage discussions at **GTDC Summit North America 2025**.



Frank Vitagliano
CEO
GTDC

Discussion

The Distributor of 2030

Joe O’Callaghan, managing partner of **Vation Ventures**, joined **Frank Vitagliano**, CEO of the **GTDC**, on stage to provide background on the new [GTDC Tech Distribution 2030 report](#), which he and his team developed at the council’s direction. One of those key changes he highlighted was a significant role shift on the customer side of the IT ecosystem. “Over the last 10 years, the cloud evolution has turned the CIO into much more of a business advisor. Now, with AI, those leaders are the growth catalysts and play the most important role in their organizations. The partners supporting those CIOs have to evolve to address change.”

Vitagliano and O’Callaghan discussed the rising value of distribution in the “extended” digital age with exponentially growing demand for AI, cybersecurity and data management resources. Vendors and solution providers are increasingly looking to these valued supply-chain partners to fill gaps, provide training and deliver a number of other key services.



Joe O’Callaghan
Managing Partner
Vation Ventures

Frank Vitagliano
CEO
GTDC

Keynote

Policy Changes Create Economic Anxiety

Respected economist and policy expert **Douglas Holtz-Eakin** identified a number of concerns arising from the new U.S. administration's executive orders and legislation proposals. While it's difficult to assess the impact of proposed tariffs and shifting regulations on the IT and business communities today, the uncertainty may slow GDP growth and drive interest rates lower, at least in the short-term.

Holtz-Eakin detailed various scenarios that could affect inflation, unemployment and the Federal Reserve's moves to protect U.S. and economic conditions. Balanced with reduced regulatory reach and other pro-business factors, the outcome of all these changes is hard to predict.

Doug Holtz-Eakin Daily Insights

Doug Holtz-Eakin
Economic and Fiscal
Policy Expert



AI Panel

Building a Successful AI GTM Strategy

Upstream and downstream, every tech company is trying to grab a piece of the AI pie, which is why the buyer experience and high customer satisfaction is so critical. This panel of IT ecosystem players, from device and data applications suppliers and distributors to the CIO of the end user, highlighted the key considerations for building, implementing and supporting these revolutionary technologies.

The services lifecycle is becoming critical. There is no good use for AI if you don't have the right data. We need to build more services to support Splunk and other solutions.”

– **Victor Baez**, SVP Cloud and Vendor Engagement, Ingram Micro

“Many companies look at AI and security as other products to buy and a lot of us are getting weary of the growth in complexity. It's also a challenging time to approach CIOs, who are working with limited budgets and resources.”

– **Allen Fazio**, CIO, Houlihan Lokey



Moderator
Dave O'Callaghan
Partner & Co-Founder
Vation Ventures

Panelists

Victor Baez	SVP Cloud & Vendor Engagement, Ingram Micro
Kyle Henry	Server Channel Lead, AMD
David Thorp	SVP Ecosystems & Alliances, Dataiku
John Brookbank	VP Americas Distribution Sales, Cisco
Mike Strohl	CEO, e360
Allen Fazio	CIO, Houlihan Lokey

Keynote

Despite Uncertainty, Tech Optimism Abounds

Keynote speaker and **IDC President Crawford Del Prete** emphasized the impact of technology on business and society, which will drive solid demand in 2025 and beyond.

“At its core, tech spending is expected to be quite strong. Despite all the economic changes, GDP and IT spending are resilient and we predict a sustained revenue model. In fact, 89% of IT leaders expect their spending to increase or remain stable this year.” True AI market growth, fueled by realistic use cases and new applications, as well as data security and management opportunities, drive much of that optimism.

[Download the Presentation](#)



Crawford Del Prete
President, IDC

Ecosystem Panel

Ecosystem Evolution: The Reseller Perspective

How have rapid shifts in technologies, delivery models and customer demands affected solution provider businesses? This engaging panel discussion highlighted the challenges and opportunities channel partners face today, including keeping up with innovation and tech training, implementing the latest cybersecurity protocols and properly staffing their organizations.

“We’re exploring AI in a lot of different ways, and one of the top areas is job coaching and training our franchisees with sales support. How can they respond to proposals quicker? Probably the biggest challenge today is the skills and the labor. We have people who can do the work, but just not enough of them. This is where our suppliers can help.”

– **Dan Shapero**, President and Chief Operating Officer, TeamLogic, Inc.

“We’ve been an AWS partner for 10 years and our distributor has provided a lot of training and backstop for technology gaps when our engineers weren’t quite up to speed. We could rely on them to provide either resources internally or through other partners, so we had an ecosystem of MSPs and a network helping us keep up with all the product changes.”

– **Chris Ploessel**, President, RedNight Consulting



Moderator
Brian Sherman
Head of Channel &
Market Research
CommCentric

Panelists
Huy Ly CEO, Meijun
Chris Ploessel President, RedNight Consulting
Mike Strohl CEO, e360
Dan Shapero President, Team Logic IT

Executive Panel

View from the Top Distribution Executives

With **GTDC CEO Frank Vitagliano** leading the discussion, leaders of four North American-based distributors offered their perspectives on the current and future state of the IT ecosystem. The executives shared their outlook on the channel and the evolving IT ecosystem, as well as resource challenges and new business opportunities.

Check out the full conversation on the **March 12th** episode of the **Beyond Distribution with GTDC** podcast (on the GTDC website, YouTube page and major podcast platforms).



Moderator
Frank Vitagliano
CEO, GTDC



- Panelists

Paul Bay CEO, Ingram Micro

Dan Schwab Co-President, D&H Distributing

Sean Kerins President and CEO, Arrow Electronics, Inc.

Patrick Zammit CEO, TD SYNEX

Executive Panel

“Using AI, we can remove the friction from all that we do and make our processes as seamless as possible. The goal is to create a great experience for the end user and bring a competitive advantage to our solution provider partners.”

– **Paul Bay**, CEO, Ingram Micro

“Our job is to figure out new ways to help partners, and talent is going to continue to be a challenge, so leveraging the entire ecosystem will be a key to success.”

– **Dan Schwab**, Co-President, D&H Distributing

“The big fallacy is that the cloud journey was supposed to be simple. Well, it’s been anything but for everyone, including customers, and we will continue to invest to improve that digital experience.”

– **Sean Kerins**, CEO, Arrow Electronics

“AI is a major opportunity and is going to impact all the technologies we take to market. That’s why we need to help all our channel partners build and upgrade their practices so they can position themselves and the technology properly.”

– **Patrick Zammit**, CEO, TD SYNnex



Research Report

Be sure to check out the new **GTDC Tech Distribution 2030** report. Gain valuable insight on the ongoing evolution of the IT ecosystem and distribution's advancing role orchestrating between upstream technology firms and the downstream (channel partners, consultants and end-users). [Download](#) your free copy here.

[Download the Free Report](#)

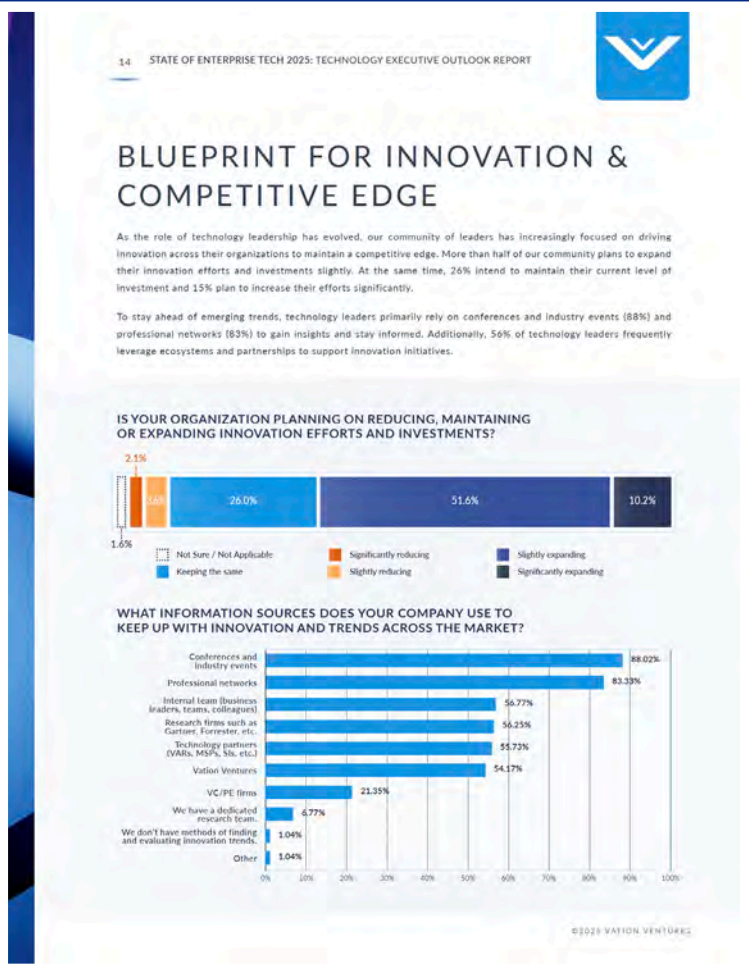


Research Report

In preparation for the year ahead, Vation Ventures conducted a comprehensive survey to uncover the shifting priorities, challenges, and opportunities for technology executives in 2025.

This survey provided a platform for global leaders to share their perspectives on budgets, strategic priorities, and emerging technologies shaping the future.

[Download the Free Report](#)



A sincere thank you to everyone who attended and contributed to the success of this year's event. For those with global responsibilities or an interest in expanding their channel efforts to Europe (or beyond), be sure to register for the **2025 GTDC Summit EMEA**, April 1-3, at the Intercontinental Madrid in Spain.

Register Today!



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