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- Home
- News
- Opinions
- Interviews
- Profiles
- Features
- Sections
 - PC and Components
 - Networking
 - Services
 - Software
 - Security
 - Storage
 - Mobility
 - Retail
 - Green Channel
 - Unified Communications
 - Virtualisation
- ARN IT Industry Awards
- Find Distributors
- Find Vendors
- IT Marketing
- Jobs
- Subscriptions
- ARN Services
- Zones
- Round Table
- ARN Library
- Videos

News

PipeVines makes channel appointment Shane Stredwick to lead local channel initiatives for call centre start up

Matthew Sainsbury 19 May, 2008 14:45:17

Call centre start up, PipeVines, has appointed Shane Stredwick as its national channel executive.

Stredwick's appointment is a newly created role in the fledgling company, which is also looking to make further state-focused channel appointments, starting on the eastern board, within the next six months.

Stredwick's role is to continue the development of the [PipeVines channel program that was launched earlier in the year](#).

"Initially, I'm looking to find three or four key dealers in each state. I'm not looking to make any changes to the channel model, but just enhance it with my experience," Stredwick said.

Stredwick has more than 20 years' experience in various telco channel roles, including stints at Telstra and VoIP. His most recent role was with Alcatel-Lucent.

Since [launching at the start of 2008](#), PipeVines has grown a database of 2500 customers. Stredwick said the focus for the company was still on the eastern states of Australia, but the company's US office and international customer base would continue to expand.

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PipeVines' Shane Stredwick is looking for three or four key dealers in each state

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The largest Apple store in the US is set to open on Thursday in downtown Boston and the IDG News
- IBM introduces BladeCenter QS22
On Tuesday IBM expanded its High Performance Computing capabilities and introduced its newest
- LG launches 3G Prada phone
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