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global channel efforts in his role as Avalara's Chief Revenue Officer.

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Patrick Falle has been appointed as the North American Channel Chief for [Avalara](#),

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As Avalara continues on an accelerated growth path and makes new acquisitions in key vertical areas like Excise Tax and Retail, the company is undertaking channel reorganization efforts that will promote synergies among channel partners and deliver greater value to the channel as a whole. Avalara's programs have thus far enabled partners across channels – from accounting and eCommerce software manufacturers to traditional value added resellers (VARs) and accounting firms — to realize the recurring revenue-based growth opportunities inherent in sales tax automation solutions delivered in a cloud environment.

A 17-year veteran of the IT industry, Falle previously led Avalara's U.S. Sales efforts, in addition to holding other key sales and channel-centric positions during his 10 years at the company. Prior to Avalara, Falle was Director of Sales and a founding employee at Imperva, and served as Director of Global MSP Sales at Check Point Software Technologies.

Falle inherits growing Avalara channel programs that focus on:

- Delivering world-class products and services for partners to sell
- Enabling success in partners' businesses
- Helping partners execute on marketing and sales

As Channel Chief, Falle will be tasked with growing the ranks of reselling and development partners, in addition to accounting partners. Improving channel partner profitability will be another key goal, and Falle will continue to scale Avalara's fast-growing channel engagement team to better assist partners.

“Our channel partner ecosystem is a key asset to Avalara and carries tremendous strategic importance to the company – and this underscores the importance of today's announcement,” said Van Dooren. “Patrick's wealth of experience with multiple sales and channel leadership roles within the IT industry, and SaaS

software companies in particular – in addition to his cumulative years of

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