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Feb. 25, 2015

Pascal Van Dooren, [Avalara](#)'s Chief Revenue Officer and Global Channel Chief, has been named one of CRN's 2015 Channel Chiefs. Avalara, Inc. is a provider of cloud-based software for sales tax and other transactional tax compliance.

The influential executives on CRN's annual list represent the most powerful leaders in the IT channel who hold direct responsibility for driving growth and revenue for their organizations through their indirect channel partners. Individuals are selected for inclusion based on their track record of channel accomplishments, standing in the industry, dedication to the partner community, and plans for driving future business innovation and channel growth.

CRN Channel Chiefs are selected by the CRN editorial team based on channel experience, program innovations, channel-driven revenue, and public support for the importance of IT channel sales.

2015 marks Van Dooren's third consecutive year as a CRN Channel Chief, and coincides with Van Dooren's appointment of Patrick Falle to the role of North American Channel Chief, signaling Avalara's continued growth and international expansion. Falle will report directly to Van Dooren in his new role.

Avalara has pioneered a service-based platform for sales tax and compliance automation and has been recognized for years as one of America's fastest growing technology firms. The company's cloud solutions help thousands of customers stay focused on their core business by providing automated end to end compliance services including sales and use tax calculation, exemption certificate management,

filing and remittance, and a broad array of related compliance services. And, Avalara

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“Each year, our editors carefully vet an extensive group of highly accomplished channel executives to highlight those exemplary individuals who earn the mantle of CRN Channel Chief,” said Robert Faletra, CEO, The Channel Company. These executives strive to advance the success and standing of the channel community within their organizations. The 2015 CRN Channel Chiefs lead by example and serve as valuable advocates to help ensure the health and longevity of the IT channel. We applaud their accomplishments and look forward to their continued success.”

“Pascal has worked diligently to build an Avalara partner program based on a foundation of mutually beneficial relationships, delivering increased growth and new opportunities for success for both Avalara and our valued partners,” said Scott McFarlane, Avalara’s founder and CEO. “Global interest in cloud compliance applications has never been higher, and we recognize the critical role our partners play in our ability to meet the growing demand for our award-winning applications. This third CRN Channel Chiefs recognition is absolutely fitting with Pascal’s cumulative accomplishments in building and nurturing a world class channel.”

The 2015 Channel Chiefs list is featured in the February issue of CRN, now online at [www.CRN.com](http://www.CRN.com).

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