Kaspersky Lab Asia Pacific Appoints Naina Parhar as Head of Channel Sales

Kaspersky Lab Asia Pacific announces the appointment of Naina Parhar to the position of Head of Channel Sales to drive growth and spearhead the channel transformation.

One of Naina's immediate areas of focus will be enhancing the cybersecurity company's distribution framework and taking over Kaspersky Lab's new telesales business, which is expected to be fundamental to the company's SMB growth strategy in 2018.
In this role, Naina will work closely with local teams across APAC to ensure resources in the channel ecosystem are optimized. She will be responsible for intensifying the partners' competitive advantage as well as rolling out Kaspersky Lab's new global partner program for APAC.

"A great part of Kaspersky Lab's market success is attributable to its strong channel and delivering more value to our partners is one of the company's highest priorities. With Naina's impressive track record in building alliances and insight of the APAC channel dynamics, having her onboard supports our steadfast commitment to step up our channel program in the region," says Stephan Neumeier, Managing Director at Kaspersky Lab Asia Pacific.

Naina has more than 17 years of experience in enterprise sales & partner management working with global industry leaders like Microsoft and Autodesk, across diverse business functions, industries and cultures.

At Microsoft, Naina managed strategic solution partners for Singapore, focused on driving sales and growing partner profitability. She achieved operational excellence in pipeline, forecast and joint selling in addition to landing the new channel program.

"Kaspersky is an agile and innovative company and I am excited to join this dynamic team. Partners have been the core of our business and will continue to be important to our ability to scale. I am looking forward to leading a part of the business that has so much opportunity," says Naina.