



## **D-Link Appoints Ettore Alterisio to Align SMB Sales and Marketing**

*New sales and marketing manager set to drive channel and partner relations for D-Link's corporate businesses in Australia and New Zealand*

**SYDNEY, Australia —May 22, 2012** —D-Link, a global standards-based unified networking solutions provider for small business and medium enterprise IT environments, today announced the appointment of Ettore Alterisio in the role of Business Sales and Marketing Manager ANZ.

Based in Sydney and reporting to Managing Director Domenic Torre, Ettore will be responsible for increasing brand presence and driving sales and marketing for D-Link business products. In this role, he will establish D-Link as one of the leading networking vendors within the ANZ SMB market, IP Surveillance market, and other key vertical markets.

With more than 18 years experience in senior sales and product marketing roles, Ettore will drive sales growth and maximise customer satisfaction through a more streamlined, strategic channel engagement, and establishing a business framework to service new markets.

Ettore said “D-Link have a unique opportunity to establish themselves as a key vendor and partner in the SMB market and a number of verticals. With business grade products in Switching, Storage, IP Surveillance, Wireless and Software, D-Link is one of few vendors who offer an end-to-end solution suite to service many of the needs for these markets.

“Servicing our traditional market more effectively and efficiently, and aggressively looking at building a brand presence and developing new markets will be our key focus.”

Ettore’s experience includes sales and marketing roles at Fujitsu Australia, Telstra, Brightpoint, Grays Online and Ingram Micro.

Domenic Torre, Managing Director of D-Link Australia and New Zealand said: “Ettore’s appointment comes at an important time for D-Link as we continue to develop and refresh our corporate partnerships and channels.”

“Ettore brings with him a wealth of experience, especially in the SMB and corporate markets which are a key focus for us. In his role, Ettore will be a principle driver in aligning our sales and marketing teams and ensuring our channel continues to receive value add.”

### **About D-Link**

D-Link is the global leader in connectivity for small, medium and large enterprise business networking. The company is an award-winning designer, developer and manufacturer of networking, broadband, digital electronics, voice, data and video communications solutions for the digital home, Small Office/Home Office (SOHO), Small to Medium Business (SMB), and Workgroup to Enterprise environments. With millions of networking and connectivity products manufactured and shipped, D-

Link is a dominant market participant and price/performance leader in the networking and communications market.

D-Link Australia and New Zealand headquarters are located at Building A, Level 3, 11 Talavera Road, North Ryde, NSW, 2113, Sydney Australia. Phone (02) 8899 1800; Fax (02) 8899 1868; Internet [www.dlink.com.au](http://www.dlink.com.au); email [marketing@dlink.com.au](mailto:marketing@dlink.com.au).

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