

Toby McDuffie has over 15 years of experience in the IT channel. She is currently the Sr. Director of Commercial Strategy for Symantec Corporation, where she is leading the redesign of how products and cloud services will be sold through the IT channel. Prior to Symantec, McDuffie was Director of Worldwide SMB Cloud Services with Adobe Systems, where she launched several of the company's SaaS services into the IT channel. She also led the global partner program and launched the customer lifecycle management program, helping partners focus on expansion of cloud services and customer retention. She was previously with Tech Data Corporation, the world's second largest IT distributor, where she held various roles leading teams in pre-sales systems engineering, product marketing, and software licensing sales. She managed the strategy and execution of the world's top software publishers and manufacturers such as Microsoft, Oracle, and HP, in addition to leading several of Tech Data's key strategic initiatives. Under her direction, the company launched two revolutionary and award winning web-based tools, including the StreamOne Software License Selector, and the StreamOne Solutions Store, the distributor's cloud aggregation platform.

McDuffie graduated from Eckerd College with a Bachelor's in Business Management. She was named to Everything Channel CRN Magazine's Annual Women of the Channel. Toby is a 2014 graduate of the Women Unlimited LEAD SOL 16 group. She enjoys giving back to the community as a board member for Daystar Life Center, an organization serving Pinellas County by providing emergency services to families and individuals in economic crisis. Toby lives in St. Petersburg, Florida with her husband and two children.