

# Steve White

**Program Vice President, Channels & Alliances at International Data Corporation (IDC)**

Toronto, ON, CA

Steve White is Program Vice President for the Channels & Alliances team.

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## Biography

Steve White is Program Vice President for the Channels and Alliances team. He manages a group of channels and alliances analysts as well as their related research products. Steve also works with the Strategic Alliances Leadership Council (SALC) members to define and research the key topics that affect strategic alliance investments, and provides analysis into alliance trends, best practices and benchmarking. In the past few years this has included in depth council discussions on cloud, economic pressures on alliances, key performance indicators and alliance organizational best practices. Prior to joining IDC, Steve spent over seven years at Microsoft both in the United Kingdom and Canada, and has over 20 years experience in senior marketing roles in enterprise, services and partner businesses with leading technology vendors such as Microsoft, Compaq and Digital Equipment Company in the UK. Originally educated and trained as a management accountant in the UK, Steve progressed via business analyst roles into marketing early in his career, and enjoys working with clients on their alliances business and making partnering ideas and strategies a practical and successful reality. He is located in IDC's Toronto office.

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## Areas of Expertise

Strategic Alliances, Channels and Alliances Trends , Cloud Solution Providers , Partner Marketing

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## Associated IDC Services

Strategic Alliances, Software Channels and Ecosystems, Infrastructure Channels and Ecosystems

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## Event Appearances

**Channels & Alliances Best Practices During COVID-19 & For The Next Normal**

Preparing for the Next Normal: Practical Advice to Stay Top of Mind with Your Sales & Channel Teams in a Virtual World

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