

# Matthew Rochford

Vice President, Sales ECS, Dell Technologies

## ARROW ENTERPRISE COMPUTING SOLUTIONS

Matt Rochford serves as Vice President and General Manager for the North American Dell Technologies business within the Enterprise Computing Solutions segment of Arrow Electronics, Inc (NYSE: ARW). In this capacity, Matt is responsible for the strategy, growth and channel community associated with Arrow's Dell Technologies family of strategically aligned businesses. This includes Dell, Dell EMC, VMware, Pivotal, Secureworks, RSA Security and Virtustream. By leveraging Arrow's unique ability to aggregate technologies, capture new business and drive efficiency, Matt is focused on enabling the Dell Technologies channel community to solve their customers' business challenge with transformational solutions.

With more than 20 years at Arrow, Matt has a track record for delivering sales growth by leveraging his functional experiences in the business, such as operational excellence required from inside sales, customer alignment required from field sales, and the disciplined cadence required from sales leadership functions across Arrow's ECS and Components divisions. During his tenure, Matt has held sales leadership responsibility across a wide range of business areas, including cybersecurity, storage, U.S. public sector, financial solutions and professional services. Directly prior to this role, Matt held the position as Vice President for Technology and Alliances, which comprised of supplier management, engineering, services and solutions.

Prior to joining Arrow, Matt ran a start-up delivery services business, managed a retail sporting goods store and served in the U.S. Marine Corps during the Gulf War. Matt lives in Denver, where he and his wife, Amy, are enjoying their empty nest while their daughter, McKenna, attends college at Iowa State University and their son, Bennet, attends college at Bethel University.

