

# Allan Rubin

## Vice President, Public Sector and Commercial Marketing

### ARROW ENTERPRISE COMPUTING SOLUTIONS

Mr. Rubin leads a professional marketing organization that is responsible for generating leads and building awareness for immixGroup, its manufacturer clients, and its reseller partners within the public sector IT community.

His career spans more than 20 years of combined experience in marketing, product management, and sales in a variety of B2G, B2B, and B2C markets. His areas of expertise include marketing strategy and operations, lead generation, product marketing, content development, brand marketing, and sales support. Prior to joining immixGroup in 2008, he served as Director of Marketing for ESI International in Arlington, Virginia. He also has held marketing and sales positions with various media organizations, including AOL and Phillips Business Information (now Access Intelligence), an internet startup, and Kraft General Foods.

Mr. Rubin earned a B.A. in Government from Franklin and Marshall College in Lancaster, Pennsylvania. He also holds a certificate in Project Management from the George Washington University School of Business and completed coursework in information technology at the University of Virginia.

