

# WD appoints Components sales manager for South Africa

Western Digital (WD) has appointed Calvin Subbadu to the position of sales manager for its Components business in South Africa. He will drive the sales of WD's Components range of internal hard drives across all three official distributors including Drive Control Corporation (DCC), Rectron, Pinnacle Africa, their resellers and end user markets.

With over 12 years experience in the IT distribution and sales environment, Subbadu brings a wealth of knowledge to the WD team to ensure the Components business grows from strength to strength within the local market. Subbadu joins Anamika Budree who is the WD representative for the branded business in the region.

WD has cemented its brand in the South African market over the last few years and further developed a market for its hard disk drives (HDDs). Subbadu, in his role as the WD Components sales manager, will together with WD's distribution partners, continue to grow its market share, provide a local presence for distributors and resellers in South Africa while establishing a stronger presence in the market.

## Comprises all internal hard drives

WD's Components business comprises all internal hard drives including the Blue, Green, Black, Red and VelociRaptor ranges for mobile computing, energy efficiency, power computing, network storage and performance computing. This business also includes enterprise Serial Attached Storage (SAS) drives and Audio Video (AV) drives.

"I believe it is beneficial for our distributors and partners have a local representative in South Africa and by strengthening this, we are able to grow the channel. I look forward to working with this great team, building new relationships and educating the industry on WD's Components product range," says Subbadu.

"My knowledge gained from working in vendor and distribution environments has provided me with a deep understanding of the channel and will allow me to assist our distributors and resellers to achieve their goals. Furthermore, the focus on WD's Components product range will ensure the channel understand our differentiators and products' value proposition," concludes Subbadu.