# Ingram Micro promotes Sanjib Sahoo to president of Global Platform Group



Ingram Micro Holding Corporation, a prominent player in the global technology B2B platform sector, has announced the promotion of Sanjib Sahoo to the position of President of its Global Platform Group. This decision reflects the company's strategic initiative to redefine the B2B technology ecosystem, aiming for a more integrated and forward-thinking business model.

In his new role, Sahoo is expected to lead the advancement of Ingram Micro’s innovative platform, Xvantage™, which is a patent-pending AI-driven solution designed to enhance interactions between customers and vendors, thereby creating significant value. Paul Bay, the CEO of Ingram Micro, noted the importance of Sahoo's leadership in steering the company towards becoming a digital pioneer. He expressed confidence that Sahoo’s efforts would be crucial in transitioning Ingram Micro from a traditional distributor to a platform-first business model.

Sanjib Sahoo's career at Ingram Micro has been marked by notable achievements. Before his recent promotion, he served as the Executive Vice President of Global Technology and Chief Digital Officer, a position he held since 2021. Sahoo was instrumental in the conception and launch of Xvantage™, which employs AI and machine learning technologies to offer real-time insights and streamline B2B transactions. Currently operational across 16 countries, Xvantage™ integrates various components—including cloud services and hardware—into a cohesive system that fundamentally changes how companies approach transactions and decision-making processes.

The platform boasts an impressive technical foundation, comprising 29 million lines of code, 20 intelligent engines, and 30 pending patents, positioning it as a revolutionary tool within the tech sphere. By the end of 2024, it is anticipated that Xvantage™ will have supported over 161,000 customers and 1,500 vendors globally, effectively tackling the complexities inherent in B2B operations through comprehensive automation and actionable business intelligence.

As he steps into his new position, Sahoo aims to drive Ingram Micro's platform strategy towards innovation, global outreach, and collaborative relationships with regional and business leaders. He expressed enthusiasm for his expanded responsibilities, highlighting the transformative implications of Xvantage™ on both Ingram Micro's internal processes and the broader tech industry landscape.

Recognition for Ingram Micro's innovative strides has been growing within the industry. During the 2024 Ingram Micro ONE Innovation Summit, executives from HP acknowledged Xvantage™ for its role in disrupting conventional distribution models. Moreover, Ingram Micro has fortified its alliances with technology giants such as Amazon Web Services (AWS) to enhance the purchasing and solution management experience for IT channel partners, further solidifying its position as a leader in the B2B technology market.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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3. <https://www.ingrammicro.com> - Provides details on Ingram Micro's Xvantage platform, its AI and ML capabilities, and its role in transforming the B2B customer experience.
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5. <https://www.businesswire.com/news/home/20231220697793/en/Ingram-Micro%E2%80%99s-New-Xvantage-Mobile-Application-is-Simplifying-How-the-IT-Channel-Works> - Highlights the user experience and benefits of the Xvantage platform for channel partners, aligning with Sahoo's role in its development and launch.
6. <https://www.ingrammicro.com> - Mentions the scale of Xvantage's operations, including the number of customers and vendors it supports, and its impact on B2B operations.
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11. <https://www.ingrammicro.com> - Highlights the strategic initiative to redefine the B2B technology ecosystem through platforms like Xvantage, aligning with Sahoo's new role and responsibilities.
12. <https://news.google.com/rss/articles/CBMimwFBVV95cUxPdVdvbzljRENadUp2d3JXVy1lbmFkanpJQzV2N0p0ZXdmNndwYXZCN3NoV1Z1ZGZXT2t3YWM0UUlPa3NQWFJGXy0wSk1fVDFpakZDLTBFNGNlRkxfSVFnakNrY3FSOXV0RndfdFlIRkhCNUxJaGJiZTByVG5kd2FGb2p4Vy1GRkhjRzlhZFNhc29YX3pUbWZ6c2IyMA?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data