



NEWS RELEASE

# Two Mitel Leaders Honored as 2026 CRN® Channel Chiefs

2026-02-02

Steve Loebrich and Steffen Kruger recognized for their work shaping Mitel's channel strategy

OTTAWA, Ontario--(BUSINESS WIRE)-- Mitel, a global leader in business communications, today announced that **CRN®**—a brand of **The Channel Company**—has selected Steve Loebrich, Head of Channel and Distribution Sales, and Steffen Kruger, Head of Global Partner Program, for inclusion on the prestigious 2026 CRN® Channel Chiefs list. This annual recognition celebrates IT vendor and distribution executives who are shaping channel strategy and driving innovation and partnership across the industry.

Steve Loebrich, Head of Channel and Distribution Sales, and Steffen Kruger, Head of Global Partner Program, are recognized for their work shaping Mitel's channel strategy.

**Steve Loebrich** has now been named a CRN Channel Chief for two years in a row. He leads

Mitel's channel sales team across the United States and Canada and has extensive experience in sales, technical marketing, and product management. Over the past year, Steve has built competitive migration momentum around the value of hybrid communications solutions, worked closely with partners to ensure they have the right tools and frontline support to drive growth, and strengthened Mitel's distributor relationships.

"Building a durable channel ecosystem starts with clear alignment and accountability," said Loebrich. "As the market shifts toward recurring relationships and solution-led engagement, we are focused on rewarding partners who are invested in long-term customer value, operational excellence, and consistent execution. When Mitel and our partners are aligned, we can scale modern communications solutions more effectively, expand lifetime value, and

reduce churn. Our goal is to create a high-performance, high-trust partner ecosystem that drives predictable growth and sustainable returns over time.”

This marks the third consecutive year **Steffen Kruger** has been named a CRN Channel Chief. He serves as Mitel’s Head of **Global Partner Program** with over 40 years of service, sales, and channel operations experience. Last year, he oversaw the launch of Mitel’s enhanced global partner experience, which streamlines tools, resources, and incentives to support partner success that aligns with Mitel’s strategy to lead in hybrid communications.

“It is a great honor to be once again named a CRN Channel Chief,” said Kruger. “We continue to put a considerable amount of work into building a partner program that delivers for our partners and, ultimately, supports our customers. Looking ahead, we see great opportunities for our partners through our go-to-market efforts, especially around solutions that prioritize cloud flexibility with resiliency, security, and control. These priorities, supported by a simplified, united global partner program, ideally position our channel community to see further success in 2026.”

The annual CRN Channel Chiefs list spotlights the most influential leaders across the IT channel, celebrating those who champion collaboration, drive innovation, and empower their partners and customers to achieve shared success.

“Leaders recognized as CRN Channel Chiefs this year have demonstrated unwavering commitment to their partners and the broader IT channel. Their vision, passion and drive for innovation continue to shape the future of our industry. We are proud to celebrate their achievements and the positive impact they make every day,” said Jennifer Follett, Vice President, U.S. Content, Executive Editor, CRN.

CRN’s 2026 Channel Chiefs list will be featured on CRN.com beginning Feb. 2 at [www.CRN.com/ChannelChiefs](http://www.CRN.com/ChannelChiefs)

## About Mitel

Mitel is a global leader in business communications, providing businesses with advanced communication, collaboration, and contact center solutions. With more than 70 million users across over 100 countries, Mitel empowers organizations to connect, communicate, and collaborate seamlessly, with the flexibility and choice they need to thrive, both now and for the future. Through proven experience and innovative solutions, Mitel delivers communications without compromise. For more information, go to [www.mitel.com](http://www.mitel.com) and follow us on [LinkedIn](#).

## About The Channel Company

The Channel Company (TCC) is the global leader in channel growth for the world’s top technology brands. We accelerate success across strategic channels for tech vendors, solution providers, and end users with premier

media brands, integrated marketing and event services, strategic consulting, and exclusive market and audience insights. TCC is a portfolio company of investment funds managed by EagleTree Capital, a New York City-based private equity firm. For more information, visit [thechannelco.com](http://thechannelco.com).

**Follow The Channel Company:** LinkedIn, X, and Facebook

© 2026 The Channel Company, Inc. CRN is a registered trademark of The Channel Company, Inc. All rights reserved.

Mitel is the registered trademark of Mitel Networks Corporation.

All other trademarks are the property of their respective owners.

### **The Channel Company Contact:**

Natalie Lewis

The Channel Company

**[nlewis@thechannelcompany.com](mailto:nlewis@thechannelcompany.com)**

### **Mitel Contact:**

Trevor Kerr

Senior PR Manager, North America

Email: **[pr@mitel.com](mailto:pr@mitel.com)**

Source: Mitel Networks Inc

