

FOR IMMEDIATE RELEASE

“SOME SOLUTION PROVIDERS FOLLOW THE CHANNEL. A SELECT FEW SHAPE IT.”

**BIS COMPUTER SOLUTIONS’ MICHAEL MACHO INVITED TO RETURN AS
BOARDROOM MEMBER FOR THE CHANNEL COMPANY’S XCHANGE 2026**

**SOUGHT-AFTER BOARDROOM VOICE RETURNS TO NATIONAL HARBOR TO
EVALUATE THE NEXT GENERATION OF CHANNEL TECHNOLOGY AND SHAPE THE
VENDOR PROGRAMS THAT REACH REAL BUSINESSES**

Los Angeles, CA – April 23, 2026 — BIS Computer Solutions is pleased to announce that Michael Macho, Division President, has been invited to return as a Boardroom Member for The Channel Company’s XChange 2026 conference, taking place August 9–11, 2026, at the Gaylord National Resort & Convention Center in National Harbor, Maryland.

As a Boardroom Member, Macho will sit in XChange’s private vendor boardrooms — closed-door sessions where a select group of senior solution provider executives evaluate technology vendors presenting to the channel community. The role places participants directly in front of vendor roadmaps, product launches, and go-to-market strategies before they reach the broader market, with the opportunity to provide candid feedback that shapes how those solutions come to market. It is also a chance to hear candid feedback from fellow boardroom members about each vendor’s company and its support reputation — because at the end of the day, when things go bad, partners don’t like wasting time.

Known in the XChange community as a straight-shooter with a knack for asking the questions vendors don’t expect, Macho brings a perspective shaped by two decades spanning enterprise ERP, IT infrastructure, and the reality of delivering technology to real businesses. His boardroom feedback is candid, specific, and rooted in what works in the field — the kind of input vendors seek out and solution providers learn from.

Diplomatic enough to be respected. Direct enough to be remembered.

The invitation marks Macho’s return to the XChange boardrooms following his participation at XChange 2023 in Nashville. Return invitations are issued based on engagement, peer collaboration, and the quality of contribution to boardroom discussions — making the second invitation a meaningful recognition within The Channel Company community.

“The boardrooms don’t reward polished pitches — they reward substance,” said Michael Macho, Division President of BIS Computer Solutions. “That’s what makes XChange worth the time, and why being asked back means so much. I plan to bring the same candor I always have, and I look forward to the vendors and peers who come ready for real conversations.”

The conversations aren't always comfortable. Boardroom members compare notes on vendor behavior, support reputation, and how companies actually show up when things go wrong — not when everything's running smoothly. Reputation moves fast at that table. **When things go bad, partners don't forget — and they don't like wasting time.**

BIS clients don't sit through vendor pitches. They see the handful of solutions Macho has already vetted, questioned, and backed — technologies that have cleared a filter the rest of the market doesn't have access to. When BIS brings a solution to a client, it has been scrutinized at the level that matters.

Macho's approach to the boardrooms reflects the same standard: "I'm not there to be impressed. I'm there to be convinced. That's a different standard, and it's the one the channel needs more of."

Macho looks forward to his **bold, energetic return** to XChange 2026 and the partnerships, insights, and client opportunities that will follow.

ABOUT BIS COMPUTER SOLUTIONS

BIS Computer Solutions is a technology solutions provider dedicated to delivering innovative, customized IT solutions to businesses of all sizes. With a track record of excellence and a commitment to client success, BIS empowers organizations to thrive in a rapidly evolving digital landscape — spanning enterprise software, infrastructure, and the partner relationships that make modern IT work. Learn more at biscomputer.com.

ABOUT THE CHANNEL COMPANY'S XCHANGE

XChange is the premier gathering for IT channel professionals and industry leaders. The event offers a platform where solution providers, technology vendors, and industry experts come together to network, collaborate, and explore the latest trends and innovations through engaging sessions, interactive boardroom discussions, and curated one-on-one meetings. XChange 2026 will be held August 9–11 at the Gaylord National Resort & Convention Center in National Harbor, MD.

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