

Infinigate Group Appoints James Baker as Regional Vice President Cloud & Marketplace

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Rotkreuz, Switzerland, 08/07/2026 – The [Infinigate Group](#), a leading technology platform and trusted advisor in Cybersecurity, Cloud and Network Infrastructure, has appointed [James Baker](#) as Regional Vice President, Cloud & Marketplace, to accelerate a strategic growth area for the business and create greater value for the IT channel.

In this role, James will lead the expansion of Infinigate's Cloud & Marketplace portfolio and value proposition across all geographies, helping channel partners capture growing demand and build sustainable new revenue streams.

As Infinigate's cloud business continues to increase in strategic importance, James will work closely with vendors to scale and integrate the company's service offering, addressing growing demand for expert cybersecurity consultancy and flexible, leading-edge cloud solutions.

James brings more than 26 years of channel experience across the technology and SaaS sectors, with senior leadership expertise spanning sales, vendor alliances, marketing and general management across resellers, distributors and vendors. He joins Infinigate from Giacom, where he served as Managing Director of Cloud Operations.

"I am delighted to take on this role and lead the expansion of Cloud & Marketplace across Infinigate, working closely with our key vendors and channel partners. There is a significant opportunity to help resellers, systems integrators, VARs, MSPs and ISVs build long-term, future-ready and profitable cloud businesses," said James Baker.

Marco van Kalleveen, CEO of Infinigate Group, said: "Cloud & Marketplace are strategically important growth areas for Infinigate and a major opportunity for our partners. James brings the leadership, channel expertise and commercial insight to help us scale this part of the business and support our partners in capturing the opportunities ahead."

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About the Infinigate Group

The Infinigate Group, the leading technology platform and trusted advisor in Cybersecurity, Cloud & Network Infrastructure sets itself apart for its deep technical expertise, delivering locally tailored solutions and services to SMB and enterprise customers across EMEA and ANZ. Relying on a strong central supply chain and an extensive portfolio of leading-edge solutions, Infinigate sparks growth for vendor and channel partners.

For additional information please visit www.infinigate.com

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