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FOR IMMEDIATE RELEASE

Adam Fletcher Will Represent ECIA in EMEA

Atlanta, GA - Adam Fletcher has joined the Electronic Components Industry Association to represent the needs of members in Europe. In addition to promoting ECIA values around the authorized distribution channel, he will investigate market needs and how the association, with its unique charter, can add value to the existing eco-system of industry associations.

“We are pleased to have Adam onboard to support our efforts in Europe,” says Bill Bradford, ECIA President and CEO. “He is an established business leader with deep exposure to international business processes and a proven track record of managing large multi-disciplined teams. His experience and relationships with the many members of the European electronics community will be a big benefit to ECIA, as we work to established global standards and practices, in partnership with the other European organizations.”

Fletcher, a veteran of the electronic components industry, has numerous qualifications in Business and Finance including an MBA from Aston Business School. His experience at Raytheon Systems, Eurotherm Group and MEMEC plc includes: Corporate Acquisitions, Disposals, Funding - High Yield Bond / Initial Public Offering, Procurement Systems, International Sales Management, ERP Systems, Strategic and Tactical Product Marketing, International Operational Management and Global Corporate Management.

Appointed Chairman of the association of Franchised Distributors of Electronic Components (afdec) in 2005 Fletcher led the organization's transition to support electronic components ‘from cradle to grave and then re-birth’ within the Electronic Components Supply Network (ecsn). Fletcher was subsequently appointed Chairman of the International Distribution of Electronics Association (IDEA) in 2011 and supported the formation of the Russian and Chinese electronic components industry associations

About ECIA

The Electronic Components Industry Association (ECIA) is made up of the leading electronic component manufacturers, their manufacturer representatives and authorized distributors. ECIA members share a common goal of promoting and improving the business environment for the authorized sale of electronic components. Comprised of a broad array of leaders and professionals representing all phases of the electronics components supply chain, ECIA is where business optimization, product authentication and industry advocacy come together. ECIA members develop industry guidelines and technical standards, as well as generate critical business intelligence. For more information, visit www.ecianow.org or call 678-393-9990.