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## **Avnet Americas President Chuck Delph, IHS Markit's Sam Lucero, and ECIA CEO Bill Bradford Give Stellar Presentations in Phoenix and Costa Mesa**

Atlanta, GA - Chuck Delph, president of Avnet Americas, presented to a full house in Phoenix last week for the kick-off Regional Series Event. He described the challenges, both internal and external, that Avnet has been responding to the past few years. He addressed both the good and the bad aspects of the company's transformation. "Chuck brought high energy and a positive message to the audience and the response was very good," commented Debbie Conyers, ECIA vice president of member engagement.

ECIA's CEO Bill Bradford presented at the Regional Series event in Costa Mesa February 8. Bill's presentation, 'Drivers of Sales Performance: An Evidence Based Approach' described how the academic community is trying to understand the sales process. "I've spent over 30 years managing and leading sales teams in the semiconductor industry, always striving to identify the traits that differentiate performance in sales people," he explained. "It turns out it is very tough to identify the traits that work in the complex B2B sales context. The best predictors from academia only work about 10% of the time."

IHS Markit's Sam Lucero provided the second presentation for both events. His overview described how transformative technologies are converging to reshape industries, specifically taking a deep dive into automotive markets to show how these technologies are presenting both opportunities and challenges. Transformative technologies are coming together in new, powerful ways. They are driving innovation, disrupting industries, and dramatically changing companies. While technologies such as AI, IoT, computer vision, and the cloud are not new, they are converging at an accelerated pace, fundamentally changing the automotive industry, and enabling the shift from connected to autonomous vehicles. "The key takeaways from this presentation were that the auto industry is increasingly defined by digital technology advances," continued Conyers. "The car is now a digital platform for infotainment, security, telematics, data vendors, and that's going to change a lot of things.

"All the presenters got really excellent reviews all around. The main message of both evenings was that companies have to improve their ability to change - and adapt quickly," she concluded. ECIA thanks for following companies who have sponsored the Regional Series Events: Avnet, Digi-Key Electronics and the TTI Family of Companies: TTI, Inc., Mouser, Sager and Symmetry.

### About the 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 to the end customer. 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](http://www.ecianow.org) or call 678-393-9990.