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FOR IMMEDIATE RELEASE

"Drivers of Sales Performance: An Evidence Based Approach" Is Topic for Regional Series Event in SoCal

Atlanta, GA - ECIA is pleased to announce ECIA CEO Bill Bradford will present at the Regional Series event in Costa Mesa February 8. Bill joins IHS Markit's Sam Lucero, an expert on transformative technologies for a lively evening of stimulating information, and networking opportunities.

Bill Bradford has 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 conducted his own research on this topic as part of his doctoral studies at Georgia State. In this talk he will share what the academic research says about the drivers of sales performance, and what sales managers can do to increase the effectiveness of their sales teams.

In the second presentation, IHS Markit's Sam Lucero will provide an overview of 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 for automotive players. 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 Regional Series event in Costa Mesa is a chance for local members to hear from and meet ECIA's new CEO Bill Bradford. "My goal at first is to meet as many ECIA members as possible to hear first hand about their hopes and challenges for the industry," he noted. "I personally am hoping for some last minute registrations to kick-start my critical fact-finding and listening adventure with the great local ECIA community here in Southern California."

"We are looking forward to introducing Bill to the ECIA community in Costa Mesa" added Debbie Conyers, ECIA vice president of member engagement. "We added SoCal to our calendar of Regional Series events because we wanted to give local ECIA members that might not make it to the Executive Conference in October in Chicago a chance to connect and network with their community. These speakers should spark some great discussions."

[Registration](#) is now open for this event.

ECIA thanks the following members for their guidance and assistance in planning the Regional Event: **Max Axline**, PUI; **Tina Castenada**, Bourns Inc.; **Paul Dosser**, Digi-Key Electronics; **Jackie Mattox**, English Technical Sales; **Todd McAtee**, Mouser Electronics; **Bill McNaughton**, Luscombe Engineering; and **Kyle Piper**, PUI.

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 or call 678-393-9990.