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January 8, 2018  
**FOR IMMEDIATE RELEASE**

## **ECIA Announces Changing of the Guard**

### *Bill Bradford Begins Transition to CEO and President*

Atlanta, GA -ECIA announces Bill Bradford will assume the President and CEO position, transitioning in Q1 2018 as John Denslinger steps down.

Bill Bradford has over 30 years of experience in the electronic components industry, having led the global sales organizations for Freescale, ON Semiconductor and Entropic Communications. He also served as President and CEO of Minco Technology Labs, a Hi-Rel die processing, assembly, test and distribution company. He began his career in sales with Texas Instruments and then Cypress Semiconductor.

Dr. Bradford has a BSEE from Rose-Hulman Institute of Technology, an MS in Management from the University of Alabama in Huntsville, and an Executive Doctorate in Business from Georgia State University, having conducted research in leadership and sales analytics. He is an ICF certified executive coach and has been a mentor and catalyst for startups at Georgia Tech's Advanced Technology and Design Center. In addition to extensive international corporate leadership experience, Dr. Bradford has coached and advised senior executives and high performing teams, and been a guest lecturer at various business schools. He serves as an Executive in Residence in the Center for Business and Industrial Marketing at Georgia State University and has volunteered with several nonprofit organizations. He currently serves on the board of directors of Life Teen International, an organization focused on youth ministry, and as an advisor to The Reveye Initiative, a nonprofit supporting a primary school in Haiti.

"I will be spending these first few months meeting with as many members as possible, and carefully listening to the issues and challenges that keep them up at night," Bradford explained. "This industry and the ECIA is quite literally at the heart of the hardware that drives the digital revolution. I look forward to working with our membership to improve efficiencies and solve industry challenges across the components supply chain."

"Bill brings a wealth of experiences from the semiconductor industry to this position, and the Board of Directors is very pleased he has accepted this role," John Denslinger observed. "I look forward to handing over the reins to Bill and introducing him to members in the coming months."

## 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 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.