

CONTACT: Jennifer Read
678-393-9990
jread@ecianow.org

February 15, 2019

FOR IMMEDIATE RELEASE

**Kimberly Appleton, VP Global Sales Operations for ON Semiconductor
Joins GIPC**

Atlanta, GA - ECIA is pleased to welcome Kimberly Appleton from ON Semiconductor to the Global Industry Practice Committee (GIPC). Kimberly will work with ECIA's GIPC to discuss and develop processes in the electronic component authorized channel that drive best practices and standardization within our industry.

Kimberly is currently the Vice President of Global Sales Operations and EMSI Sales at ON Semiconductor. She manages a global team consisting of Customer Service, Corporate Pricing, Business Operations and the EMSI sales organization. She has over 26 years of global semiconductor experience across a variety of disciplines. She has a diverse background starting her career in engineering roles at both IBM and Advanced Micro Devices in Austin, Texas. From there she joined Motorola Semiconductor Products Sector (which became Freescale Semiconductor in 2004) on the supply chain side developing capacity simulation modeling software for use in wafer fabrication facilities. She then moved into the sales function within Freescale in 2007 after leading a multi-year project driving a corporate pricing initiative.

Kimberly is also a strong advocate of harnessing diversity and worked on a team to champion a Women's Leadership initiative at ON Semiconductor in 2014. She is very passionate about developing the next generation of leadership excellence. "I look forward to working with the GIPC to address challenges and create efficiencies across the components supply chain," Appleton explained. "ECIA is uniquely positioned to identify and correct industry-wide bottlenecks and painpoints, and through this committee and their SME groups, we now have a mechanism to really make a difference," she concluded.

"We are excited to have Kimberly as a member of the GIPC and look forward to working with her ," added ECIA Vice President Don Elario. "Having someone with her experience and passion for improving the electronic components authorized channel adds more depth to the already talented committee participants."

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.