



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

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FOR IMMEDIATE RELEASE

ECIA Regional Series Program in Phoenix and Costa Mesa Focuses on Transformative Technology

Atlanta, GA - ECIA is pleased to announce Sam Lucero, an IHS Markit expert on transformative technologies, will join Avnet's Chuck Delph to kick off the 2018 Regional Series event in Scottsdale, Arizona, February 6. Mr. Lucero will also present at the Regional Series event in Costa Mesa, California on February 8.

In his 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 evening in Phoenix will also feature Chuck Delph, president of Avnet Americas. In our fast-moving technology industry with supplier consolidation, margin compression and expanding customer demands, companies that stand still, get left behind. In this session, Delph will discuss the opportunity of digital transformation, the power of big data and analytics, and the reality of centralization requirements and low-cost region support. He will also encourage participants to look ahead. What's the future of demand creation in the channel? How will service requirements change to address the needs of emerging customers? ECIA participants will take away fresh insights on why it's such an exciting time to pursue new ways to drive business growth, serve customers, collaborate with partners and ensure flawless execution.

The Regional Series event in Phoenix will mark the first ECIA event attended by 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 a record turn out at this event in Phoenix in February to kick-start my critical fact-finding and listening adventure with the great local ECIA community there."

"We are looking forward to this first event of 2018, and introducing Bill to the ECIA community in Phoenix," added Debbie Conyers, ECIA vice president of member engagement. "The meeting in

Phoenix typically brings together a robust group of local members, and this topic and these speakers should spark some great discussions. I am looking forward to catching up with everybody."

[Registration](#) is now open for the February events.

ECIA thanks the following members for their guidance and assistance in planning the Regional Event:

Eamonn Ahearne, ON Semiconductor; Paul Dosser, Digi-Key Electronics; Cameron English, English Technical Sales; and Todd McAtee, Mouser Electronics.

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 or call 678-393-9990.