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FOR IMMEDIATE RELEASE

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ECIA Reorganization Better Serves Unique Needs of Three Constituents

Atlanta, GA - The Electronic Component Industry Association (ECIA) announces a structural reorganization reflecting input from a series of interviews and an extensive member survey. ECIA's primary mission, to promote and improve the business environment for the authorized sale of electronic components by manufacturers, their reps and distributors, hasn't changed. But the new structure creates forums for each of the Association's constituents to both discuss the unique challenges they face as well as develop potential solutions to common industry issues. The outputs from these forums enhance the broader discussions through working groups like the Global Industry Practices Committee (GIPC) wherein ECIA brings industry leading companies together to address the opportunities and challenges within the authorized channel.

Implemented at the fall Board of Directors meeting held in Monterey, California, the new structure comprises a streamlined Board of nine Directors and three Councils made up of component manufacturers, distributors and manufacturers' representatives, respectively. These three Councils report directly to the Board of Directors. The Distributor, Manufacturer and Manufacturer Representative Councils are each made up of 12 executives from member companies with responsibility for suggesting Association priorities, while setting and overseeing their Council's specific agenda and initiatives.

Each council has elected representatives to the ECIA board of directors, which now consists of four from the Distributor Council, four from the Manufacturer Council and one from the Manufacturer Representative Council. The new Board and Councils will meet in person twice a year, with an opportunity for the Councils to meet individually and in a joint council session wherein common issues can be aired and discussed.

All ECIA members are invited to attend the appropriate Council meeting to provide their inputs. In addition to the structural changes, the new Board of Directors was pleased to announce that Jeff Thomson, VP of Global Channel Sales with ON Semiconductor was elected as the Board chair, and that the new chair-elect is Lynn Torrel, President of Avnet United and Velocity at Avnet. The full listing of the board and council members can be found on the ECIA website <https://www.ecianow.org/about-ecia/>.

"This new structure is designed to both enable more freedom to address concerns of each of the constituencies as well as enhance the broader discussion with concrete solutions to current industry challenges," explained Jeff Thomson. "We look forward to greater member engagement and wider participation."

"With this new structure, ECIA truly does become a more valuable association by delivering the best of both worlds," added Lynn Torrel. "Each of the Councils can discuss issues amongst themselves separately, and then bring matters of general concern to the whole group as appropriate. I am honored to have been chosen as Chair-elect and I look forward to working closely with Jeff and all the Council representatives to develop and disseminate programs and initiatives that will help position our members for long-term success and profitability."

About ECIA

The Electronic Components Industry Association (ECIA) is made up of the leading electronic component manufacturers, their manufacturer representatives and authorized distributors. ECIA member companies share a common goal of promoting and improving the business environment for the authorized sale of electronic components. Comprised of a broad array of companies 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.