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FOR IMMEDIATE RELEASE

### **Shawn Rhodes Announced as Featured Speaker at 2019 ECIA Executive Conference Vision 2020: Leading With Clarity**

Atlanta--ECIA is pleased to announce Shawn Rhodes, President and Founder of Shoshin Consulting, will address its 2019 Executive Conference, "Vision 2020: Leading with Clarity." Shawn's presentation is titled "Pivoting for Performance: The Future of Change in the Electronic Component Industry."

Shawn's expertise is in helping executives dramatically improve the performance and profitability of their organizations. His study of organizational execution on-site in more than two dozen countries, as well as his multiple combat deployments as a Marine Corps war correspondent, prepared him well for the battlefields of business. His Executive Conference presentation applies this background to the volatile and ever-changing electronic components industry. Shawn interviewed a number of electronics industry executives to determine their unique challenges and will demonstrate to attendees how to address their constant requirement to change and adapt. Shawn will also share best practices from other industries and organizations and show how to apply them.

"Any leader, whether junior or senior, has a competitive advantage if they ensure their teams are aware of the changes they'll encounter and have plans to still keep their objectives on track," Shawn explained. "Great goals aren't enough to ensure success; it's achieving them even in the face of obstacles that matters."

"Effective change management has to be one of the most critical skills in the leadership toolbox, especially with the number of disrupting events forecast for the 2020s," remarked Bill Bradford, President and CEO of ECIA. "Shawn Rhodes has spent much of his career finding out how the most successful companies manage volatile business conditions and will bring that knowledge to our conference. I look forward to hearing the discussions after this presentation."

The [Executive Conference](#) runs October 20-22 at the [Loews Chicago O'Hare](#).

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](http://www.ecianow.org) or call 678-393-9990.