



Electronic Components Industry Association

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FOR IMMEDIATE RELEASE

ECIA Welcomes Latest ECIA Service Partner Lectrix

Atlanta – ECIA is pleased to announce that [Lectrix has joined ECIA's Service Partner](#) program. Lectrix is a sales and marketing consultancy, founded by Graham Kilshaw and focused specifically on the electronic components industry. The ECIA Services Partner (ESP) program was established to extend the value and offering of the Association to its members. By leveraging outside organizations that have a proven track record of working with our industry, ECIA can offer additional benefits to our members in addressing business needs that are deemed to not be part of the Association's core functions.

"True partnerships last only if there is a win-win," said Graham Kilshaw. "Lectrix and ECIA will both benefit from this mutual relationship, first and foremost because we serve the same customers – component manufacturers and marketers. We have already worked together successfully on delivering educational webinars, presentations and programs for ECIA members, and the best is yet to come!"

"Graham Kilshaw's presentation at the Executive Conference last year was one of the most popular - filled with actionable information that our members were able to put to good use," commented Debbie Conyers, ECIA Vice President of Member Engagement. "[Lectrix webinars](#) are also well attended and well received by our members. We look forward to many more collaborations to help our members' sales and marketing efforts."

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.

About Lectrix

Lectrix delivers measurable ROI on marketing spend for B2B electronics companies. By working directly with your sales and marketing teams, our electronics industry experts produce the predictable result you've always wanted: *a direct connection between marketing spend and increased sales.* With our partner mindset and complete solution ranging from marketing strategy development to deployment to measurement, you'll come to think of Lectrix as an essential part of your sales team. Visit www.lectrixgroup.com for more information.