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## **ECIA Posts New Channel Channel Episode: Michael Knight**

Atlanta – ECIA President and CEO David Loftus interviewed Michael Knight, President of TTI Semiconductor Group, for the latest episode of The Channel Channel podcast. As the industry’s Renaissance Man, Michael always brings a fresh perspective to the conversation, and this interview is no exception. The two discuss their fascinating hobbies, how technology is the silver lining to the pandemic crisis, what consolidation among electronic component manufacturers means to the channel, the importance of giving back to the industry by staying active in associations like ECIA, and much more.

“Discussing the components channel with Michael Knight is a pleasure, because he truly loves this industry and has given so much to it over the years with his association work,” observed Loftus. “I recommend taking the time to listen to this recording, and you will come away inspired, with renewed enthusiasm for the future of our industry, and the people who work in it.”

“Technology is exponential,” Knight explains in the podcast. “The first piece of an exponential curve looks pretty flat, but the second half takes off like a rocket. I think in the 2020s we are entering the second half with 5G and space exploration – there’s so much going on that’s technology enabled. It is changing everything. And it means an explosion of demand for electronic components.”

This latest podcast can be found on [www.ecianow.org/podcasts](http://www.ecianow.org/podcasts) or your favorite podcast host.

### **About TTI Semiconductor Group**

Part of Berkshire Hathaway [TTI](#) family of companies, the TTI Semiconductor Group (TSG) includes specialty semiconductor distributors, [Symmetry Electronics](#), [RFMW](#), [Changnam International](#), and [Connected Development](#). As a leader in interconnect, passives, and electromechanical components, TTI assembled TSG to offer design engineers and semiconductor manufacturers a unique value proposition, with the ability to incorporate highly focused authorized distributors into their supply chain.

### **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.