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### **Women in Electronics' Jackie Mattox Interviews ECIA's CEO David Loftus on WE Radio**

Atlanta – Women in Electronics President and Founder Jackie Mattox recently hosted ECIA's CEO David Loftus on her regular podcast, WE Radio. The two discussed ECIA's role in the industry and the role of mentors in career development. David shared his own career journey from engineering to sales and management, describing how he had to push past his comfort zone and seize the opportunities that present themselves. Women in Electronics' mission is focused on helping women navigate careers in this industry; David offered concrete tips on how to take advantage of mentors and how to ask for help. "The thing I tell people is they have to learn how to be politely demanding," he explained. "I think that's the thing that most people, especially women perhaps, find difficult. Don't assume you will be promoted on merit. You have to let your superiors know what you want. Second, you have to develop your business acumen. It helps to build your confidence. Lastly, we live in a globally connected world. Find a way to get some international experience. It not only is personally rewarding, it makes you more valuable to your current and future employers."

Fueled by authenticity, courage and commitment, [Women in Electronics \(WE\)](#) is a community of progressive women leaders at all stages of their careers dedicated to the professional and personal leadership development of women in the fast-paced Electronics Industry.

[The full interview can be found at WE Radio.](#)

#### **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.