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March 18, 2019

FOR IMMEDIATE RELEASE

### **Dale Ford Brings Market Research Expertise to ECIA Members**

Atlanta, GA - ECIA is pleased to welcome Dale Ford to its team in the role of Chief Analyst. Dale is a highly respected industry analyst with extensive experience producing award winning market research. He brings expertise in technology trends, competitive analysis, forecasting and supply/demand research of the electronics, semiconductor and electronics components industries. Mr. Ford has been researching the electronics and electronics components industries for over 25 years. His focused research delivers enhanced visibility on the products, technologies, and players shaping the electronics value chain.

Ford managed research teams at IHS, covering the electronics, semiconductor and electronics components industry and the wireless communications market. He was one of the founders of iSuppli market research and led its electronics and semiconductor research as Senior Vice President until its acquisition by IHS. Previously, he was chief analyst and director for Dataquest/Gartner Group, where he led a team that delivered market research in seven syndicated services covering semiconductor applications, supply and pricing, and detailed equipment analysis. He earned a Bachelor of Science degree in Electrical Engineering with honors from Brigham Young University and a Master of Business Administration from The Wharton School.

"In the course of an extensive member survey conducted in 2018, we heard loud and clear that members valued market trend information and wanted to see greater insights into our industry from the association," explained Bill Bradford, ECIA President and CEO. "By adding someone of Dale's background and experience we plan to greatly enhance the benefit that members see from our industry data and research."

#### **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.