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Introducing the New Nimble ECIA

It has been my honor to serve on the ECIA Board since 2013, and I am delighted with the new and improved governing structure that was put in place this past year. As VP of global channel sales for ON Semiconductor, I see the value of this Association every day, and the new structure has enhanced that value by a very large multiple. When I became Chair, it was clear that the Board was not functioning optimally because there were too many people with differing agendas. It was difficult to get things done because the process for prioritizing was often chaotic. Establishing the Council level - where each constituency has a forum to discuss and decide which priorities to champion at the Board level - has resulted in a much nimbler organization. Now each constituency has a way to 'talk amongst themselves' and debate issues of vital concern, instead of competing with the other constituencies at the Board meetings for time and mindshare from the decision-makers. We have already seen the results of this new, more efficient model for ECIA. Since the Councils meet each month instead of quarterly as they did under the old structure, communications are swifter, consensus is reached more easily about which issues to bring up at the Board meetings, and overall decision-making has been accelerated.

ECIA's mission is to provide resources and opportunities for members to improve their business performance while enhancing the industry's overall capacity for growth and profitability. The industry faces several challenges within the supply chain and from external competitive pressures. We must find new ways to more effectively adapt to:

- Industry consolidation from mergers and acquisitions
- Tariffs and global macroeconomic shifts
- Data privacy and security requirements
- New supply chain technologies like blockchain

ECIA is working on identifying, benchmarking and unpacking all of these challenges, and members who get involved in the committees and councils that align with their interests are on the front lines for developing processes and best practices to address them. No other organization has the executive level participation from the three key constituencies of the electronic components supply chain. ECIA brings these key decision-makers to the table and facilitates solutions to the industry's toughest challenges. Whether you are part of a large, global organization, or a small regional one, ECIA enables the sharing of ideas to bring new levels of efficiency to improve the customer experience across the electronic component supply chain— which is where the greatest value ultimately lies for all of us.

I invite you to consider membership, or if you are already a member, to get more involved in the new ECIA. You will rub shoulders with some of the industry's brightest and most innovative thinkers and you'll have some fun along the way.