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FOR IMMEDIATE RELEASE

ECIA Announces New Podcast Series: "The Channel Channel"

ATLANTA – ECIA launched a new way to connect to the industry at its annual Executive Conference in Rosemont this week. The 'Channel Channel' Podcast is dedicated to fascinating and wide-ranging discussions of topics about the Authorized Channel for Electronic Components. Subscribers can listen to various industry leaders discuss a new topic every other week. Episode one features an interview with ECIA Board Chair, Jeff Thomson, VP of Global Channel Sales for ON Semiconductor. Available on iTunes, Spotify, or through the ECIAnow.org website, these 20-minute episodes will be released every other week.

"There's so much to talk about these days, with all the change and disruption that is occurring in the global channel for authorized components," explained Bill Bradford, ECIA's President, and host of the new podcast channel. "Our recent Executive Conference stimulated a lot of discussions about the way forward through the challenges of tariffs, counterfeit components, talent development, and bringing value to customers. Our podcast agenda will keep that discussion moving forward. It is a way for the industry to stay current on these fast-moving topics."

These discussions are open to all those interested in the electronics industry. Subscribe to The Channel Channel through www.ecianow.org/podcasts.

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.