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April 24, 2020

FOR IMMEDIATE RELEASE

ECIA Posts “The Channel Channel” interview with Jackie Mattox, President of Women in Electronics

Atlanta – ECIA’s CEO David Loftus interviewed Jackie Mattox, President and Founder of Women in Electronics ([WE](#)) for a thoughtful discussion of the organization’s history and objectives. “WE” was formed in the fall of 2017 with an inaugural conference attended by a group of 20 women in the electronics industry. Jackie Mattox, along with Monica Highfill (Kemet Electronics) and Amy Keller (Arrow Electronics), built the organization with the premise of women working collaboratively to find inspiration, strength, and empowerment through a sense of community. The guiding objectives are:

1. EMPOWER women within the Electronics Industry through networking opportunities including national conferences, regional events, and online events.
2. DEVELOP leadership skills through virtual resource sharing and discussion groups.
3. ADVOCATE for women with a formal Mentorship Program that provides industry specific tools, leadership guidance, and the encouragement needed to succeed in the rapidly changing and evolving Electronics Industry.
4. CELEBRATE the accomplishments of women and the organizations that support them.

Studies have shown that organizations that institute practices resulting in gender parity see a 19% bump in profitability. But in the electronics/high tech industry, change has been slow, especially in leadership positions. Mattox says she and her colleagues grew up in this industry and love it. Over time, it became apparent how little the gender parity issue had changed. It was clear there was a need for an association focused on the unique needs of women in our industry. Jackie, Monica and Amy began regular brainstorming meetings to start Women in Electronics. They comprise the association’s Executive Committee and are joined by the Founding Board and an Advisory Board.

“Men and women have different attitudes and requirements for success in their professional lives,” says Jackie. “For example, many women do not feel comfortable with the traditional informal mentorship opportunities that men employ. Women feel more comfortable in a formal program, while most men are ok with asking for guidance in less formal ways. We wanted to create mentorship and training programs that help women overcome their fears and increase confidence in their personal and professional skills.”

"Jackie and her colleagues have done an amazing job structuring the WE organization to fit the needs of the industry to achieve gender parity," added David Loftus, CEO of ECIA. "They have assembled an impressive list of industry heavyweights to help get these important programs up and running, and we at ECIA support them wholeheartedly."

Listen to the full podcast at 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.

About Women in Electronics

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. WE was formed in the fall of 2017 by a group of 20 inaugural women coming from all across the country to meet for the first conference in Laguna Beach, California. The goals of the organization are to empower women through networking opportunities, develop women through a virtual leadership training and development program, advocate for women through an industry-wide formalized mentorship program, and celebrate women by lifting them up in support and celebrating their accomplishments. Learn more at www.womeninelectronics.com and follow us on [LinkedIn](#), [Facebook](#), and [Twitter](#).