



Electronic Components Industry Association

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FOR IMMEDIATE RELEASE

ECIA Appoints Avnet's Tony Roybal to Distributor Council and Board of Directors

Atlanta – ECIA is pleased to welcome Avnet's Tony Roybal to its Board of Directors and Distributor Council. Tony is President, Avnet Americas, for Avnet, Inc., a global technology solutions company. He is responsible for the broadline electronic components distribution and value-add business in the Americas and leads the operational support teams in the region.

With 30 years of experience in the electronics industry, Tony has a track record of accelerating top and bottom-line growth. Prior to joining Avnet in July 2018, he worked at ON Semiconductor (formerly Motorola Semiconductor) for 24 years, with his last 12 years as the Vice President of the Americas.

"With Avnet's commitment to accelerating the mutual success of our customers, suppliers and industry partners, I am pleased to rejoin the ECIA Board," said Tony Roybal, president, Avnet Americas. "Avnet's commitment and priorities align perfectly with ECIA's mission of helping members improve their business performance while enhancing the industry's overall opportunity for growth and profitability."

ECIA's Board comprises (4) manufacturers, (4) distributors, and (1) manufacturer representatives. Each is elected to (2) year term with a second (2) year term option. [Board of Directors](#)

The ECIA has three councils reporting directly to the Board of Directors. The Distributor, Manufacturer and Independent Manufacturers' Reps Councils are made up of 12 members and have oversight responsibility for their specific priorities and agenda items. The council meetings are a forum for the groups to discuss their individual constituent needs and issues. All members are invited guests to the appropriate council meetings.

[Distributor Council](#)

[Manufacturer Council](#)

[Independent Manufacturer Rep Council](#)

"I look forward to working with Tony in driving ECIA's mission to Connect, Influence and Optimize," commented David Loftus, ECIA President and CEO. "Tony's background in distribution, coupled with years of experience on the supplier side with ON Semiconductor, gives him a broad perspective that will be invaluable as ECIA moves forward in 2021 and beyond."

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.