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FOR IMMEDIATE RELEASE

ECIA Releases Latest Channel Channel Podcast with Steve Cholas

Atlanta – ECIA's latest Channel Channel Podcast features a thought-provoking discussion of digital transformation in the component supply chain. ECIA's President and CEO David Loftus interviews Steve Cholas, an industry media guru who has spent his career uncovering the pain points and misalignments between component manufacturers and distributors and developing brand solutions. Currently Steve is VP Global Business with [Big Zeta](#), a B2B provider of technical products and solutions to enable better & easier digital transformation.

In the interview, the two discuss what digital transformation really means for the component industry. Cholas contends that while the pandemic experience has certainly accelerated the digitalization process for many companies, it has also starkly revealed just how often this area was neglected in the past. "The customer persona for components has changed dramatically," he explained. "We serve component manufacturers and distributors to provide their customers and site visitors with the most optimized engagement digitally. Now companies are able to understand the digital customer journey more in depth; they can learn the nuances of who these people are that are visiting their website, and elevate that understanding to develop customer personae that can help drive better strategies to engage and measure those customer experiences."

The in-depth discussion covers a wide range of topics including how far along companies in our industry are on this digital journey, how companies can realize significant ROI from these technology investments, and what it means to drive customers off-site to on-site. Steve has a deep understanding of electronic component industry brand management and offers astute and visionary observations as well as some executable actions based on Big Zeta's service offering.

To access this episode of ECIA's Channel Channel podcast, please go to 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.