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ECIA Welcomes Stephanie Tierney as Director of Marketing Communications and Member Engagement

ATLANTA – ECIA is pleased to announce that Stephanie Tierney will join the staff as Director of Marketing Communications and Member Engagement. Stephanie Tierney has been in the tech industry for over 15 years with seven years of association and membership engagement experience specifically in the electronic components industry. Ms. Tierney will work alongside Debbie Conyers, currently ECIA Vice President of Member Engagement, for the remainder of 2021, enabling a smooth transition for the association when Ms. Conyers retires at the end of the year.

Ms. Tierney’s background is in public relations and marketing. She graduated from Illinois State University (ISU) in 2006 with a degree in Public Relations. Ms. Tierney also holds a double minor in Communications and Business Administration from ISU.

“With her experience and knowledge of our industry Stephanie will be able to hit the ground running with ECIA, and we are very pleased to have her join our team,” noted Victor Meijers, ECIA Senior Vice President. “Stephanie not only has a good marketing background, but she also brings a passion for member engagement that will serve us well, especially during these times when many of our members might feel less connected with the industry at large. We are fortunate to have the luxury of Stephanie working alongside and learning from Debbie Conyers our Vice President of Member Engagement as she looks forward to retiring at the end of the year.”

Stephanie began her career in marketing for a wire and cable distributor. From there, she gained many years of marketing experience taking on various promotional projects for organizations in lighting, technology and media publications. Stephanie also previously worked for the Electronics Representatives Association (ERA) as well as a professional association management firm prior to joining ECIA. She and her husband live in Plainfield, IL with their three children.

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.