



Electronic Components Industry Association

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## **ECIA's CEO David Loftus on Flipping the Channel Podcast**

ATLANTA – David Loftus recently appeared on 'Flipping the Channel,' a podcast hosted by Bill Bradford, President of Flip Electronics. The topic is navigating supply chain disruptions, and the two discuss ECIA data and insights to help commodity managers develop key tactics to deal with the current challenges, especially with semiconductor shortages.

This two-part podcast covers a lot of ground and is well worth a listen. David gives Bill an update on his first year as ECIA CEO, the value of the Authorized Channel for components, ECIA's TrustedParts.com inventory site, the return of EDS and ECIA's Executive Conference, the varied services offered by ECIA, and much more.

"There is no question that the industry is going through a tough time with shortages, tightening of terms, longer lead times, and so forth," explained Loftus. "The question is, will this be a multi-year event, or is this more temporary because of the perfect storm of Covid stimulus, pent-up demand, and the lean inventory practices in some industries."

It is a fascinating discussion with insights that will enlighten channel participants, as well as their customers, original equipment manufacturers (OEMs) and contract manufacturers who struggle to keep their production lines running.

ECIA Member [Flip Electronics](#) is an authorized distributor for leading suppliers. Flip assists clients in the sourcing, pricing, and delivery of all their component needs. These services help avoid costly shutdowns and purchasing from the grey market.

To listen to the podcast, please go to [Flip Electronics - Reliable Component Distribution For Manufacturers](#)

### **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](http://www.ecianow.org) or call 678-393-9990.