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## FOR IMMEDIATE RELEASE

### **ECIA Welcomes Newest Service Partner - Big Zeta**

Atlanta – ECIA is pleased to announce the addition of digital transformation consultant Big Zeta to its roster of Service Partners. The ECIA Service Partner (ESP) program was established to extend the value and offering of the Association to its members. By leveraging outside organizations that have a proven track record of working with our industry, ECIA can offer additional benefits to our members in addressing business needs that are deemed to not be part of the Association’s core functions.

Big Zeta’s experienced team of engineers, designers, and strategists deliver great digital experiences and SaaS search products through revolutionary search, strategy, and execution. They provide a path to digital transformation for electronics companies through industry tailored customer insights and comprehensive industry knowledge.

“It is our honor to be a service partner with ECIA,” said Steve Cholas, Big Zeta’s VP Global Business. “Big Zeta was built to service the electronics industry, exclusively providing the ‘Full Stack’ of assets, services and consulting that make for an easier digital transformation and an elevated level of customer experience and engagement. Big Zeta is at the ready to make these transformations as smooth as possible.”

“Digital transformation has taken center stage in many strategic planning sessions, especially this past tumultuous year,” commented ECIA Sr. Vice President Victor Meijers. “Big Zeta’s approach is tailored to the electronic components industry, making them a valuable potential partner for our members.”

For more information about the ESP, go to [www.ecianow.org/our-partners](http://www.ecianow.org/our-partners). For more information about Big Zeta, go to [www.ecianow.org/big-zeta](http://www.ecianow.org/big-zeta).

### **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.

