



Electronic Components Industry Association

CONTACT: Jennifer Read

678-393-9990

jread@ecianow.org

March 5, 2021

FOR IMMEDIATE RELEASE

ECIA Announces Newest Service Partner: Budde Marketing

Atlanta – ECIA is pleased to announce that Budde Marketing is the newest [ECIA Service Partner](#) (ESP). Budde Marketing Systems is a data management and analysis services company serving the industry since 1996. BMS was built upon the concept that clean, quality data is the foundation upon which all data analysis is built. They are industry leaders in data management because they place the highest priority on attention to detail while managing the data flowing through the sales channel.

The ECIA Services 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.

"Budde Marketing is a valuable addition to our ESP program," commented Victor Meijers, ECIA SVP and ESP director. "Data quality has taken center stage as the industry goes through digital transformation, especially during this last year where we have become more dependent on online connectivity to do business. I believe this partnership with Budde Marketing will be of great value to our membership."

"ECIA is at the heart of the electronic component supply chain, and the data that drives it," continued Mike Budde, Jr, Vice President of Budde Marketing. "We help clients manage their point-of-sale data and provide channel data analysis; we look forward to working with ECIA members to harness the power of their POS data," he concluded.

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.

About Budde Marketing Systems

[Budde Marketing Systems](#) has been managing POS data programs and providing channel data analysis since 1996. With a growing list of manufacturer clients; our expertise, experience, and performance has made Budde Marketing Systems the leader in the industry. Industries served include the electronic, electrical, industrial automation and high-tech markets.