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FOR IMMEDIATE RELEASE

### **RS Electronics' Chris Beeson Joins ECIA Distributor Council**

Atlanta – ECIA is pleased to announce that Chris Beeson has been elected to its Distributor Council. Chris is Senior Vice President of Electronics at RS Components and brings extensive experience in the global distribution market.

“We are excited to have Chris representing RS and the Electrocomponents teams” commented David Loftus, ECIA’s President and CEO. “He will be a welcome addition to the Distributor Council, bringing an important perspective to their initiatives.”

In his role at RS, Chris is responsible for shaping the electronics strategy and helping to accelerate performance. He brings a wealth of experience from prior roles at Digi-Key Electronics, Avnet, and Future Electronics.

ECIA’s three councils report directly to the Board of Directors. The Distributor, Manufacturer and Independent Manufacturers’ Reps Councils are made up of 12 members and have oversight responsibility for their specific priorities and agenda items. The council meetings are a forum for the groups to discuss their individual constituent needs and issues. All members are invited guests to the appropriate council meetings.

#### **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.