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March 4, 2021

FOR IMMEDIATE RELEASE

ECIA Posts New Channel Channel Podcast – Interview with Graham Kilshaw

Atlanta – ECIA is pleased to announce the latest Channel Channel podcast. David Loftus, ECIA President and CEO interviews Graham Kilshaw, founder of Lectrix, the newest [ECIA Service Partner](#).

Lectrix exclusively serves clients in the B2B electronics industry, and the podcast zeroes in on the meaning of ‘problem first, product last’, a concept that has become even more central to effective sales and marketing during the pandemic. “The heart of any marketing campaign for components today should be based on the principle that design engineers search based on problems first not products,” says Kilshaw, “and yet many companies still build their campaigns based on NPI schedules.”

“Graham and his colleagues at Lectrix have been helping ECIA members to develop their sales pipelines for many years, and we are very pleased to welcome his company as ECIA Service Partners,” continued Loftus. “Determining ROI on marketing spend is a notoriously difficult challenge for marketers. On this podcast, and in the ECIA Webinar on the topic March 19, Graham explains in detail the implications of problem-first, product-last thinking and how to finally get solid ROI from marketing. We hope everyone [registers for the webinar](#) on March 19.”

To listen to the latest Channel Channel podcast, go to www.ecianow.org/podcasts or find it on your favorite app.

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.