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## **ECIA Releases Latest Channel Channel Podcast with Lynn Torrel**

Atlanta – ECIA's latest Channel Channel Podcast features a fascinating discussion between ECIA CEO David Loftus and Flex Chief Procurement and Supply Chain Officer Lynn Torrel. Ms Torrel spent most of her career in the distribution industry before moving to the other side of the negotiating table just over a year ago. Her background gives her a unique perspective on the value of distribution to a global electronics manufacturing organization. In her role at Flex she manages the supply chains of over 1000 customers, including around 16,000 suppliers and one million SKUs.

The wide-ranging discussion covers Ms. Torrel's commitment to mentoring through her activities with Women in Electronics, leadership, managing through the global pandemic, her new understanding of the deeper complexities and challenges of manufacturing, and much more.

"This has been an incredibly challenging year for the global supply chain. Flex has been making investments in data analytics since 2015, and we were able to very quickly develop specialized dashboards to see exactly where the trouble spots are located," she explained. "Now we are working with our suppliers to work out long term solutions to optimize opportunities for the distribution channel to avoid disruptions in the future."

"This podcast is an opportunity for our members to hear from someone on the inside of the EMS industry to learn what the post-Covid recovery trends are likely to look like at one of the EMS industry's most successful companies," continued David Loftus. "It was a pleasure listening to Lynn describe her experiences in her first year at Flex, and we are fortunate to have her booked for a keynote at the Executive Conference in October to learn more."

To access this episode of ECIA's Channel Channel podcast, please visit [www.ecianow.org/podcasts](http://www.ecianow.org/podcasts).

### **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.