 electronics representatives association

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**ERA INTRODUCES NEW CONSULTANTS TO ITS EXPERT ACCESS PROGRAM**

The Electronics Representatives Association (ERA) announced that it has added three new industry consultants — Timothy L. Conlon, Craig Conrad and John Simari — to its Expert Access member program.

Timothy L. Conlon is a senior executive with extensive experience in assembling and motivating dynamic successful management teams. He was the president and COO of Viasystems, a leading worldwide independent provider of contract electronics manufacturing services, until it sold in 2015. He has many years of public board experience, and recently served as vice chairman and director of the China Printed Circuit Association. Tim is currently a member of the board of directors of Interplex Holdings Pte. Ltd.

Craig Conrad, a 35-year industry veteran, has held various senior corporate positions at TTI, Inc., including chief marketing and strategic planning officer (2005-2010), senior vice president of global sales and marketing (1997-2005), and vice president of sales and marketing (1993-1997). Craig also has been actively involved in industry associations and has served on various university advisory boards, including Texas A&M and Texas Christian University. He retired as chairman of NEDA (now ECIA) after a 10-year involvement on the board and president of EDS in 2009.

John Simari held a range of sales and marketing positions during his 37-year career at Texas Instruments (TI). For most of that time, he was a key contributor to TI’s worldwide distribution program. John has been an active contributor to industry activities serving for eight years on the ECIA Board of Directors and Foundation Board. Also, he is an instructor at the Business Leadership Center of the SMU Cox School of Business in Dallas.

ERA CEO Walter E. Tobin comments on the new ERA Expert Access additions, “We are very excited to have Craig Conrad, John Simari and Timothy Conlon join ERA’s Expert Access program. Their first-class expertise and extensive hands on industry experience in sales, marketing and business strategy will be a immense benefit to ERA members.”

For more information on the ERA Expert Access program, visit <http://era.org/?p=10917>.

**About ERA**

The 82-year-old Electronics Representatives Association (ERA) is the international trade organization for professional field sales companies in the global electronics industries, manufacturers who go to market through representative firms and global distributors. It is the mission of ERA to support the professional field sales function through programs and activities that educate, inform and advocate for manufacturers’ representatives, the principals they represent and the distributors who are reps’ partners in local territories. ERA member representative firms (often called “reps”) provide field sales services on an exclusive basis to manufacturers of related (but non-competing) products in a defined territory. For more information about ERA, visit era.org.

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