



**ELECTRONICS REPRESENTATIVES ASSOCIATION**

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### **ERA Introduces New Industry Consultant to Its Expert Access Program**

The Electronics Representatives Association (ERA) announced that it has added a new industry consultant, Steve Cholas, to its Expert Access member program.

Steve Cholas is a sales and marketing expert with more than 30 years of electronics industry experience who has developed strategic programs for distributors and suppliers globally. Cholas' passion for the electronic industry started at Electronic Buyers News (EBN) where he was a publisher, and continued as he managed leading brands in the electronics industry such as EET, EDN, EEWeb, Electronic Products and 21ic China — China's largest technology portal. His hands-on experience with industry research and his broad network of associates and colleagues enable him to bring together unique solutions.



ERA CEO Walter E. Tobin comments on the new ERA Expert Access addition, "We are excited to have Steve Cholas join ERA's Expert Access program. His trusted industry expertise and extensive in-depth experience in sales and marketing strategy will be very beneficial to our members."

For more information on the ERA Expert Access program, visit <http://era.org/member-resources/expert-access/>.

#### **About ERA**

The 83-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](http://era.org).

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