



ELECTRONICS REPRESENTATIVES ASSOCIATION

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ERA Introduces Jeff Shafer of J.D. Shafer Consulting Inc. as its Latest Expert Access Consultant

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

Shafer is owner/president of J.D. Shafer Consulting Inc. He has more than 35 years of experience in sales, product management, marketing, operations, program management and quality, supporting domestic and international business. Previously, Shafer was vice president of North America at Rutronik Inc. where he implemented the expansion directive in North

America. Prior to Rutronik, he was global vice president, Interconnect, Passives & Electro-Mechanical Product, at Digi-Key where he was responsible for supplier relationships, product promotion/marketing and contracts. Shafer also held an executive management position at Newark (an Avnet company) where he was senior vice president with departmental responsibilities for product operations, technical support, product management, pricing and product data promotion. He spent 17 years at TTI Inc., a Berkshire Hathaway company. Earlier in his career, he worked in a variety of sales, product, operations and consulting roles over a 10-year span at Arrow Electronics.



“I have had the opportunity to work in electronic distribution in various management positions over the past 35 years,” Shafer said. “Key to success is working close with the respective reps who provide knowledge and design expertise to support not only distribution but the OEM customer. It is an honor that ERA has provided me the opportunity to promote my consulting services to the industry as an industry expert supporting sales, marketing and business strategy. I look forward to working with many of you to support your short and long-term business strategy. We always look to “succeed through success.”

ERA CEO Walter E. Tobin comments on the new ERA Expert Access addition, “We are excited to have Jeff Shafer join ERA’s Expert Access program. His hands-on industry experience in business management, sales, product marketing and much more, enable



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him to bring together unique solutions and make him a valuable resource 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.

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