

ERA PRESS RELEASE

For release on: 10/17/2024

Contact: Clare Kluck / ERA Communications Director / ckluck@era.org

Erik Qualman Selected as Keynote Speaker for 2025 ERA Conference

The Electronics Representatives Association (ERA) announces that Erik Qualman, top technology speaker, #1 best-selling author and futurist, will be the keynote speaker at the 2025 ERA Conference, taking place Feb. 23-25, 2025, in Austin, Texas.



Qualman will open the Conference Monday morning, Feb. 24, with his presentation “Digital Leadership: Future Proofing You and Your Business from Innovation to AI.”

In Qualman’s energizing keynote presentation, he will discuss how businesses can start preparing for an AI technological revolution that will transform the way we operate and innovate, always keeping in mind the powerful harmony between offline and online. Qualman will teach attendees that to be digital leaders, we should understand that technology changes every second, but human nature does not. Focusing on relationships is at the core of energizing our transformation.

Qualman is a five-time bestselling author, and has been voted the second-most likable author in the world, behind J.K. Rowling. His *Socialnomics* book and research was featured on “60 Minutes” and in the Wall Street Journal, and used by the National Guard and NASA. He is currently a professor of digital leadership at Northwestern University. His animation studio works with some of the world’s leading brands, including Disney, Oreo, Chase and Cartier. He is a former professor at MIT and invented the board game Kittycorn.

Conference chair Jeff May, president of Logix Sales & Marketing, and Conference vice chair Perry Thornton, CPMR, president of Pinnacle Marketing, commented on the keynote speaker selection.

“The 2025 Conference theme is Power of Influence: Elevate, Expand, Evolve,” said May. “Erik Qualman’s keynote presentation fits this theme so well, as I’m confident he will inspire attendees to lead and evolve, so that we may have greater influence on our partnerships and customers as digital leaders.”

“I’m excited to have our Conference attendees learn from Qualman how to successfully intersect digital leadership and human relationships,” said Thornton. “We are still a people business, but we can expand our reach and elevate our skill sets by embracing this digital AI revolution.”

ERA thanks the entire 2025 ERA Conference Keynote/General Sessions subcommittee for their time and dedication in reviewing keynote candidates and making a selection.

For more information about the 2025 ERA Conference, visit: <https://era.org/era-events/era-conference/>.

For more information about Erik Qualman, visit: <https://equalman.com/>.

About ERA

The 89-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.

For more information about ERA, visit era.org.