

ERA PRESS RELEASE

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Contact: Clare Kluck / Communications Director / [ckluck@era.org](mailto:ckluck@era.org)



## Announcing 2025 ERA Conference General Session Speakers Dr. Mary Kelly and Kaplan Mobray

The 2025 ERA Conference Committee is pleased to announce that Dr. Mary Kelly and Kaplan Mobray will present as General Session speakers at the annual ERA Conference on Feb. 23-25, in Austin, Texas.

Dr. Mary Kelly will present, “FutureNomics: Navigating Economic Trends and Strategic Leadership for the Electronics Industry” at Tuesday morning’s general session.



*Dr. Mary Kelly*

This dynamic program will provide a comprehensive overview of macro and microeconomic trends shaping the global electronics market, including supply chains, trade policies and emerging technology. Dr. Kelly will break down complex economic concepts into actionable insights, empowering participants to anticipate changes and adapt effectively. Beyond economics, FutureNomics emphasizes strategic leadership tailored to the unique challenges of the electronics industry.

Dr. Kelly’s impressive resume includes former naval intelligence commander and chief of police, as well as former teacher and HR director, teaching and training more than 40,000 military and civilian personnel. She is now a speaker, coach and trainer, and has authored 13 books on business growth, leadership and the economy.



*Kaplan Mobray*

Kaplan Mobray will present “Growth is a Choice” at Tuesday afternoon’s general session. This session will dive into the critical marketing strategies and tools designed to help you elevate sales growth, build trusted customer relationships and enhance brand reputation. Attendees will be inspired to shift their mindset to be more intentional about shaping the connection between your personal brand, industry credibility and business results.

Kaplan will share insights on how to leverage emerging trends, digital

platforms and client-focused marketing strategies to nurture leads effectively and close high-value contracts. The presentation offers practical insights and actionable steps for boosting marketing effectiveness in our fast-changing industry.

Recognized by *Meetings and Conventions* as one of the nation's top business speakers, Mobray is globally acclaimed as one of the world's most dynamic and inspirational business speakers and award-winning author of "The 10Ks of Personal Branding."

Educated at the Wharton School, he has been featured across global media outlets including CNN, Biz Asia, FOX Business, Businessweek and The Wall Street Journal, and shares his message to NFL players and fans annually at the Super Bowl. Kaplan has delivered keynote presentations and leadership development workshops on five continents, helping individuals globally to build their brand, grow their business, become better leaders, increase sales and advance their career.

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### About the 2025 ERA Conference



The 2025 ERA Conference is an educational and networking event that offers the only opportunity for electronics industry reps, manufacturers and distributors to learn together from many experts in an environment dedicated to sharing proven best practices in field sales and marketing. Complete with keynote speakers, breakout sessions and networking events, this do-not-miss event offers a collaborative and energetic environment where all attendees can learn, connect and grow. Read [more information](#) about the conference.

### 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. Visit [era.org](http://era.org).