



ERA PRESS RELEASE

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



Electronics Representatives Association (ERA) Announces Annelise McCarthy as Keynote Speaker for 2026 Conference

The Electronics Representatives Association (ERA) announces that Annelise McCarthy, international speaker and communications expert, will be the keynote speaker at the 2026 ERA Conference, taking place Feb. 22-24, 2026, in Austin, Texas.

McCarthy will open the ERA Conference on Monday morning, Feb. 22, with her presentation, **“When Innovation Speaks: The Power of Human Connection in a Digital World.”**

In McCarthy’s energizing keynote presentation, she will discuss why communication is not a “soft skill,” but the ultimate competitive advantage in innovation-driven industries. She will explore how technical brilliance means nothing if you can’t articulate it; why B2B sales no longer begins with product specs but with relationships; and how building genuine human connection is the key to cutting through digital noise and driving ideas that truly resonate.



McCarthy is an international speaker, communication expert and one of Australia's most dynamic modern voices in leadership and public speaking. With more than 15 years of formal training and professional experience, McCarthy combines deep expertise with a vibrant, relatable energy that captivates audiences worldwide. She holds a diploma in teaching public speaking, as well as a double bachelor’s degree in law and languages & culture, majoring in Mandarin. A finalist at the World Public Speaking Championships (and a self-professed “total

speaking nerd”), McCarthy has trained thousands of professionals, leaders and founders across 20+ industries and 15 countries, helping them speak with confidence, clarity and authority.

McCarthy has an engaged online community of more than 300,000 followers who resonate with her unapologetically modern approach. Her bold philosophy empowers others to embrace imperfection and challenge outdated norms.

“We are thrilled to have Annelise McCarthy join us as our 2026 ERA Conference keynote speaker,” said Perry Thornton, 2026 ERA Conference Chair. “Her insight into the power of authentic human connection will resonate deeply with our audience and provide valuable tools for building relationships that drive business success.”

“Annelise McCarthy’s high-energy style and passion for authentic communication will set the tone for an inspiring event,” said Heather D’Amico, CPMR, chair of the 2026 ERA Conference Keynote/General Sessions committee. “Annelise reminds us that innovation doesn’t happen in isolation; it happens through conversation and connection. Attendees will walk away with practical, actionable insights they can immediately use to strengthen their relationships with customers and teammates. I’m grateful to the Keynote/General Sessions Committee for their thoughtful feedback and collaboration in selecting a speaker who will truly energize and inspire our audience.”

[Learn more](#) about the 2026 ERA Conference.

About ERA

The 90-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.