

ERA PRESS RELEASE

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Tobi Cornell, CPMR, is Named Senior Vice President of Membership on ERA's Executive Committee

The Electronics Representatives Association (ERA) announces that Tobi Cornell, CPMR, President of Kruvand Associates, has joined the ERA Executive Committee as the Senior Vice President of Membership.



“ERA is very pleased to have Tobi Cornell join the Executive Committee as the new Senior Vice President of Membership,” said John O’Brien, CPMR, Chairman of the Board. “As president of a large and successful rep firm in Texas, and with many years of experience volunteering in this industry — including leading one of our main chapters — we know Tobi will champion the manufacturers’ rep function and work to foster the continued success of ERA membership during her tenure.”

Tobi Cornell graduated from Texas Christian University in 1994 with BBA, and entered the electronics industry that same year working for manufacturers' rep firm, DJ Sales (Dallas, TX). Tobi worked in inside sales covering the Houston market for 2 ½ years, and then moved into outside sales in the Dallas/Ft. Worth area for DJ Sales. In 1998, manufacturers' rep firm Kruvand Associates acquired DJ Sales, and Tobi took on the distribution manager role, in addition to account responsibility. She continued to work in that capacity for 17 years, and was named vice president of distribution in 2015. Tobi continued fostering and growing close relationships with Kruvand’s manufacturers, channel partners and customers in her market, and was honored to be named president of Kruvand in 2023. Tobi also currently serves as president of ERA's Southwest chapter.

“I’m honored to join the ERA Executive Committee and excited to strengthen the membership sector of ERA,” said Cornell. “ERA provides a unique, indispensable value to its members, and I look forward to amplifying that message and spearheading initiatives that drive our collective, long-term success.”

The updated list of officers on the Executive Committee are:

Chairman of the Board – John O’Brien, CPMR
President – Tom Griffin, CPMR

Sr. Vice President Fiscal & Legal – John Hutson, CPMR
Sr. Vice President Industry – Ellen Coan, CPMR
Sr. Vice President Education – Lori Bruno, CPMR
Sr. Vice President Membership — Tobi Cornell, CPMR
Sr. Vice President at Large – Kingsland Coombs, CPMR
Sr. Vice President Manufacturers – John Guetens
Sr. Vice President Distributors – Lou Copley

Sr. Vice President at Large — Ken Bellerio
Chief Executive Officer — Ed Smith

About ERA

The 91-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.