

KEY CONTENT SECTIONS

- Interconnects, Passives & Electromechanical (IP&E)
- Hottest New Components
- Purchasing Strategies
- Component Sourcing
- Contract Manufacturing
- Distribution
- Logistics
- Supply Chain Management
- Technical Papers
- Best Practices
- Blogs/Columns/Opinions
- Corporate Profiles
- Executive Q&A
- Inventory Tracker

Electronics Purchasing Strategies (EPS) is the data, news, opinion and research resource portal for the global electronics manufacturing industry. EPS offers extensive coverage of key industry market segments, including Interconnects, Passives & Electromechanical (IP&E), Electronics Manufacturing Services (EMS), Distribution, Logistics, Supply Chain Management (SCM) and Software applications.

Bolaji Ojo, Gina Roos, and Barbara Jorgensen, three of the industry's leading and experienced editors, founded *EPS* and are backed by a network of seasoned writers, industry executives and research institutions. Reaching and servicing electronics manufacturers through a variety of tools, including an online news site, email, newsletters, digital publications, personalized corporate messaging, custom mailing, webinars

and events, *EPS* strives to give buyers, procurement and supply chain professionals as well as financial analysts and senior executives at OEMs & EMS providers the critical tools they need to make informed purchasing, business and other strategic management decisions.

EPS' core value proposition to the electronics purchasing community includes an intense focus on the IP&E, Original Equipment Manufacturers, Electronics Manufacturing Services Providers, Distribution, Supply Chain and Logistics markets, compelling corporate spotlights & profiles, best practices, spot news, feature articles, tools and valuable insight into buying and economic conditions. Our coverage and footprint is global, giving readers a deep insight into conditions impacting their businesses and suppliers.

WE KNOW BUYERS

50,000+ MAILING LIST OF PURCHASING, PROCUREMENT, SUPPLY CHAIN & DESIGN ENGINEERS ACROSS MULTIPLE VERTICALS IN THE GLOBAL ELECTRONICS MANUFACTURING INDUSTRY



EPS: How it Began

OUR FINDINGS:

- ◆ The electronics components and manufacturing industry is often in turmoil
- ◆ Finding the optimal demand and supply balance for products and services is near impossible
- ◆ Forecasts are generally assumed to be unreliable
- ◆ Actionable intelligence is critical to success
- ◆ Certain market segments and companies receive extensive coverage while others languish.
- ◆ Big Media focuses today on design engineers leaving purchasing and supply chain unattended

OUR ACTION:

- ◆ Three trusted veterans of the electronics trade media team up to redirect industry attention on Buyers and industry sections like IP&E, Distribution, Contract Manufacturing, Logistics and Supply Chain Management

WE KNOW BUYERS

Founders & Editors

BOLAJI OJO — Editor-in-Chief & Publisher

A veteran of the electronics media and supply chain industry, Bolaji was formerly editor-in-chief of *EBN* and *Electronics Supply & Manufacturing*. He writes the popular Ojo-Mojo Tech Report & Ojo on Corporate Finance blogs and previously worked at Bloomberg News and a variety of other news agencies and publications in Africa, Asia, Europe and North America. Bolaji is an expert on electronics business & finance, EMS market, logistics and supply chain. He also organizes conferences and hosts webinars.

GINA ROOS — Executive Editor

An expert on the IP&E market, Gina is also an entrepreneur and technology business editor who has contributed articles to a number of influential trade publications in the electronics industry for more than 25 years. These include *EE Times*, *Electronics Buyers' News*, *Electronic Business*, *EDN* and *Purchasing*. Gina was editor-in-chief of *Electronics Sourcing, N.A.* and founded *Electronics Advocate*, a website covering the design and supply chain community that was acquired in 2010 by MMG Publishing UK..

BARBARA JORGENSEN — Managing Editor

Barbara is EPS' distribution industry guru and an experienced journalist who has reported on the electronics industry for over 20 years. She has written for *Electronics Business*, *Electronics Buyers' News* and *EDN*. Barb knows and understands the connections between all segments of the electronics supply chain and is an authority on the various issues distributors and their suppliers face. She began her journalism career with the Gannet newspaper chain and has worked for a number of local newspapers in the Greater Boston area and trade journal publishers Reed Business Information and UBM.

How we do this

- ⇒ Regular news coverage
- ⇒ News Analysis
- ⇒ Feature articles
- ⇒ Blogs & Contributed Articles
- ⇒ Executive Profiles & Q&A
- ⇒ eNewsletters on:
 - * IP&E
 - * Gina Roos' Hot Products List
 - * Distribution & Logistics
 - * Contract Manufacturing
 - * Supply Chain
- ⇒ Webinars & Teaching Seminars
- ⇒ Events & Conferences
- ⇒ Specialized Corporate Messaging
- ⇒ Custom Content Creation
- ⇒ Custom Publishing
- ⇒ Surveys & Polls
- ⇒ Components Research
- ⇒ Video, Audio, Live Chat
- ⇒ Technical Papers
- ⇒ High Impact Banners

Contact Us

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WE HELP YOU KNOW BUYERS BETTER

TYPICAL JOB TITLES BY FUNCTIONAL AREAS



OUR MAILING LIST: INDUSTRIES

- ◆ COMMUNICATIONS
- ◆ COMPUTER
- ◆ DATA & NETWORKING EQUIPMENT
- ◆ ELECTRONICS & ELECTRICAL
- ◆ HIGH-TECH
- ◆ INDUSTRIAL
- ◆ MEDICAL EQUIPMENT
- ◆ TELECOMMUNICATIONS

50,000+ MAILING LIST OF PURCHASING, PROCUREMENT, EXECS,
SUPPLY CHAIN & DESIGN ENGINEERS ACROSS MULTIPLE VERTI-
CALS IN THE GLOBAL ELECTRONICS MANUFACTURING INDUSTRY

Purchasing/Procurement

Assistant Buyer
Purchasing Assistant
Buyer
Senior Buyer
Category Manager
Commodity Manager
Purchasing Manager
Purchasing Supervisor
Procurement Manager
Purchasing Consultant
Procurement Consultant
Purchasing Director
Procurement Director
VP Purchasing
VP Procurement
Chief Procurement Officer
Purchasing Agent.
Director of Purchasing
Commodity Manager
Director of Materials
Director of Strategic Sourcing
Procurement Specialist
Sourcing Leader
Materials Project Manager
Inventory Manager
Distribution Accounts Manager

Supply Chain

Supply Chain Analyst

Supply Chain Coordinator
Supply Chain Manager
Supply Chain Consultant
Supply Chain Director
Director of Supply Chain
VP Supply Chain
Chief Supply Chain Officer
Supply Chain Executive
Risk Manager

Engineering

Components Engineer
Design Engineer

Forecasting/Planning

Expeditor
Materials Planner
Production Planner
Sales Order Planner
Master Scheduler
Demand Planner
Production Planner
Demand Planning Manager
Production Planning Manager

Logistics

Logistics Analyst
Logistics Coordinator
Logistics Engineer
Logistics Manager
Logistics Officer

Logistics Specialist
Logistics Director
VP Logistics

Operations

Operations Manager
Manufacturing Manager
Production Manager

Inventory Management

Expeditor
Inventory Planner
Inventory Manager

Transport

Transport Coordinator
Transport Planner / Scheduler
Transport Supervisor
Transport Manager
Transport Planning / Scheduling Manager

Warehousing & Distribution

Shift Manager
Warehouse Supervisor
Warehouse Manager
Distribution Center Manager
Business Development Manager

Customer Service

Customer Service Assistant
Customer Service Manager

Contact Us for
Ad/Sponsor Rates

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