



Association Connecting Electronics Industries

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# NEWS RELEASE

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**FOR IMMEDIATE RELEASE**

## IPC Names Shawn DuBravac, Global Tech Trends Expert, as New Chief Economist

**BANNOCKBURN, Ill., USA, September 5, 2019** — Today, [IPC – Association Connecting](http://www.ipc.org)

[Electronics Industries](http://www.ipc.org)® announced Shawn DuBravac, Ph.D., CFA, will serve as the

association's chief economist. In this role, DuBravac will expand IPC's research program and provide insights on the biggest issues facing the \$2 trillion global electronics industry, including supply chain resiliency/uncertainty, trade wars, skilled workforce shortage, and the expanding role of electronics in the global economy.

“The electronics industry is at the heart of thousands of essential products and services, as well as millions of jobs across the globe,” said DuBravac. “I look forward to working with the leaders and members of IPC to uncover actionable insights about the most pressing issues impacting the health of the electronics industry.”

For more than a dozen years, DuBravac served as chief economist for the Consumer Technology Association, a U.S. trade association representing more than 2,000 consumer tech companies. More recently, he has provided consulting, research, and advisory services to clients on topics including digital transformation, business model disruptions, and global supply chains. He is also the author of the *New York Times* best seller, “Digital Destiny: How the New Age of Data Will Transform the Way We Work, Live, and Communicate,” and has appeared in *Bloomberg*, *Wall Street Journal*, *New York Times*, *Financial Times*, *Washington Post* and more. DuBravac is a member of the National

Association of Business Economists and currently serves as the president of the Conference of Business Economists.

“Shawn’s expertise in providing insightful analysis on the technological and economic trends shaping our world is perfectly aligned with IPC’s role as a trusted source of industry information,” said Chris Mitchell, IPC’s vice president of global government relations. “He will be an asset to IPC and our members as we look to expand our research, education, and advocacy efforts.”

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### About IPC

IPC ([www.IPC.org](http://www.IPC.org)) is a global industry association based in Bannockburn, Ill., dedicated to the competitive excellence and financial success of its 5,400 member-company sites which represent all facets of the electronics industry, including design, printed board manufacturing, electronics assembly and test. As a member-driven organization and leading source for industry standards, training, market research and public policy advocacy, IPC supports programs to meet the needs of an estimated \$2 trillion global electronics industry. IPC maintains additional offices in Taos, N.M.; Washington, D.C.; Atlanta, Ga.; Brussels, Belgium; Stockholm, Sweden; Moscow, Russia; Bangalore and New Delhi, India; Bangkok, Thailand; and Qingdao, Shanghai, Shenzhen, Chengdu, Suzhou and Beijing, China.