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New PF President Chris Breslin Gets Big Apple Welcome from Avnet

Terms:

Chris Breslin [1], incoming president of Premier Farnell, got a Big Apple welcome from Avnet leadership at the company's Investor Day meeting in New York City last week. At the June 14 meeting, Premier Farnell parent company Avnet announced that, effective immediately, Breslin will replace retiring PF President Graham McBeth.

McBeth took the helm at Premier Farnell, which operates as Farnell element14 [2] in EMEA, Newark element14 [3] in North America and element14 [4] in Asia Pacific, when the business was acquired by Avnet in 2016. Under his leadership, the company has achieved double-digit growth.

Breslin joined Premier Farnell in July of 2014 as chief product officer, and during his tenure, globalized Premier Farnell's asset and product organization and greatly improved the company's customer proposition by adding several dozen new suppliers. Breslin will report to Avnet's Chief Transformation Officer Pete Bartolotta [5], as he leads the Premier Farnell business and continues to drive synergies with the Avnet organisation.

Multimedia

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