

NEMRA™



NATIONAL ELECTRICAL MANUFACTURERS
REPRESENTATIVES ASSOCIATION

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NEMRA Names Brian Ragan Director – Digital Transformation

Carmel IN– The National Electrical Manufacturers Representatives Association (NEMRA) is pleased to announce and welcome Brian Ragan as our Director - Digital Transformation.

The appointment underlines the associations strategy to lead a digital transformation strategy and initiatives that focus on ensuring members can use digital investments to the fullest capability.

Brian will collaborate and work closely with all stakeholders from NEMRA representative and manufacturer members to implement end-to-end integration of data flows that serve to improve productivity and efficiencies of key business processes.

“I am pleased to welcome Brian, who brings a successful track record of leading and engaging cross-functional, enterprise-wide business transformation strategies across all functional levels” said Jim Johnson, President of NEMRA. “As we continue to look to drive innovation and transform the association, we see digitalization as a way to further optimize the efficiencies between our members and their customers.”

Over the past decade at Schneider Electric, Brian has held several leadership roles in sales, business development, pricing and channel strategy leading multiple transformation initiatives. He is now looking forward to taking on this new challenge, “In my 30-year career, I have always looked for ways to leverage technology to increase efficiency and productivity to improve both the customer and employee experience and there continues to be a tremendous opportunity in the electrical industry” said Brian Ragan. “Competing in an increasingly digital world brings opportunities for a new approach toward our business. I am confident that, together with my new team and colleagues from all our members, we will effectively manage digital transformation to further strengthen these partnerships.”

Jim Johnson
President and CEO

About NEMRA

The National Electrical Manufacturers Representatives Association (NEMRA) is a not-for-profit association comprised of 400+ independent sales representatives and 200+ manufacturers in the electrical industry. The association’s charter is to develop and to strengthen each company’s sales, marketing, and management skills and to promote the benefits of doing business with an independent sales representative. The association also develops and maintains programs and activities designed to help these independent businesses to conduct their business in an ethical, efficient and productive manner.



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