



SBC Member Profile

Chris Fabian

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Exceptional Service Sells

A CE industry veteran and a newly elected Small Business Council (SBC) board member, Chris Fabian is passionate about serving his industry. Chris has participated actively in CEA's Services and Customer Care Council for years and was recently inducted into the NESDA Electronics Industry Hall of Fame.

After decades of experience leading repair and service divisions at companies like Philips, Hitachi and Toshiba, Chris "retired" to start his own consulting firm. His business is booming as manufacturers increasingly need outside expertise to help them provide a complete, cost-effective after-sale service and support solution to their customers.

Chris' small business, Professional Service Solutions, LLC, works with CE manufacturers, original equipment suppliers and dealers to work through support-related logistics and expenses. Reacting to rapid technology shifts and an ultra-competitive marketplace, manufacturers have shortened model introduction cycles and added additional product lines. Chris sees a niche for experts like himself who can help companies manage expanded parts inventories, product returns and catastrophic product defects that result from tightened production cycles.

Internationally, Professional Service Solutions works with companies from China, Korea, India and Thailand, who are becoming major players in the CE industry. He works with overseas clients to develop long-term strategic service strategies in order to ensure they not only comply with state laws, but meet the expectations of the American consumer.

Chris has always enjoyed participating in CEA and, in particular, the SBC. "The SBC programs at Industry Forum were perhaps the most informative and innovative I have attended in my 25-plus years in the CE Industry," says Chris. He echoes comments from many other SBC members who left this past year's conference with great ideas to implement. "The future is optimistic for small business in the Consumer Electronics industry and I for one plan to take full advantage, participating both on the SBC board and in all SBC related events going forward." In addition to participating in the SBC, Chris encourages his fellow members to join the CEA Political Action Committee (CEA PAC). "We need the voice of CEA to support small business in Washington," say Chris.

As for the future, Chris sees a collaborative effort to minimize returns as a key step in growing the industry. "I believe we must develop cross-functional methods to minimize product returns, methods to maximize recycling efforts and policies to embrace environmentally sound practices for product disposal," says Chris. "This is something that is near and dear to my heart and absolutely essential within our industry to undertake."