



The Premier Gathering for CPOs and Their Procurement Leadership Teams

23rd - 25th of September 2025, Austria Center Vienna

Driving Innovation, Resilience, and Strategic Impact Together

ProcureCon Europe 2025 heads to a brand-new location — the Austria Center Vienna — bringing fresh energy and opportunity to Europe's most influential gathering of senior procurement professionals.

Join 650 industry trailblazers including 400 procurement buyers from global brands like Unilever, Siemens Energy, Airbus, Nestlé, Visa, and ING. Across 100 expertly curated sessions, you'll explore cutting-edge strategies in AI & digitalisation, ESG, supplier resilience and talent transformation.

New for 2025, we're thrilled to introduce ProcureCon IT — a dedicated content stream designed specifically for IT procurement leaders, featuring tailored sessions on SaaS strategy, AI-driven sourcing and IT vendor performance.

With five dedicated content tracks, immersive workshops, a cutting-edge Start-Up Gallery, and exclusive CPO boardroom discussions, ProcureCon Europe 2025 is your opportunity to stay ahead in a rapidly evolving procurement landscape.

CPO Leaders:

- Shailendra Sadara, Chief Procurement Officer, Unilever
- Willem Vermeulen, Chief Procurement Officer, Tata Steel
- Marika Lindstrom, Chief Procurement Officer, Keurig Dr Pepper
- Dr. Arnd Hirschberg, Chief Procurement Officer, Siemens Energy
- Vincent Godfrey, Global Chief Procurement Officer, Ardagh Group
- Katarzyna Lis, Chief Procurement Officer, Asahi Europe & International
- Matteo Stefani, Chief Procurement Officer, Straumann
- Christian Volland, BNH Chief Procurement Officer, Bunge
- Gustav Svensson, Corporate Chief Procurement Officer, Getinge
- Anna Falk, Chief Procurement Officer, Boliden
- Thomas Holzapfel, Chief Procurement Officer, BWI GmbH
- Gareth Mawdesley, Chief Procurement Officer, NFU Mutual
- Marie-Pierre Goyenette, Chief Procurement Officer, Opella
- Cyril Wasem, Chief Procurement Officer, The Vita Group
- Fabio Zonta, Chief Procurement Officer, Raxio Group
- Ruji Mahmud, Chief Procurement Officer, Valneva
- Nina Bomberg, Chief Procurement Officer, Hamburger Energiewerke

Primary Procurement Professionals:

- Bhaskar Parthasarathi, Head of Category Management, CRH
- Martin Fog, Vice President of Corporate Procurement, Novo Nordisk

- **John Jordan, Head of Strategy & Planning, Sony**
- **Rhys Shegar-Astoralli, Head of Procurement, ING**
- **Henner Schrader, Head of Sourcing Corporate Services & Region EMEA, Merck**
- **Huso Hasanovic, Executive Director, Digital Sourcing & Procurement, Estée Lauder**
- **Richard De Bree, Global Category Director, Kraft Heinz**
- **Silke Sorger, SVP, Procurement, Infineon Technologies**
- **Katrin Boegl, Senior Vice President – Indirect Purchasing, BSH Home Appliances Group**
- **Ferdinand Wieland, SVP, Procurement, ThyssenKrupp**
- **Heliana Romanelli, Global VP Procurement, Unilever**
- **Jorge Alberto Mendez, Head of Indirect Procurement, Hitachi Energy**
- **Robert Snijder, VP of Global Procurement, BENTELER Steel/Tube GmbH & Co. KG**
- **Emma Twomey, Group Product Sourcing Director, Sky**
- **Daniel Johansson, Global Head of Procurement Strategy & Excellence, CSL Behring**
- **Michele Tepedino, Senior Director Global Procurement, Keurig Dr Pepper Inc**
- **Dr. Sandra Bour Schaeffer, Senior Vice President, Procurement, Airbus**
- **Nicolas Fernandez Laporte, Procurement Director, Nestlé**
- **Alejandro Ceballos Gallego, Director Asset Management and Supply Chain, Aer Lingus**
- **Frederic Pleeck, Director of Indirect Procurement, LKQ Europe**
- **Donna Avellana Künzler, Head of Procurement Excellence & Digital Transformation, ABB**
- **Petteri Lehtinen, Director of Procurement, Finnair**
- **Carla Barros Little, Head of Procurement & Innovation, CASCO Pets**

- Ari Poutanen, Director, Sourcing and Category management, Indirect Procurement, Wärtsilä
- Guillaume de Subercasux, Head of Global Indirect Procurement, Schindler
- Francois Pierlot, Head of Purchasing, Decathlon
- Karolina Chudá, Head of Indirect & Talent Procurement, ExxonMobil
- Pablo Montoro Bernard, Global Director of Procurement Services, Cimpres
- Christian Koeser, Senior Procurement Partnering Manager, Roche
- Danielly Cortes, Global Director of Resins & Compounds, Stellantis | WIP
- Regine Pahmer, VP of Indirect Procurement, GEA
- Javier Caravantes, Procurement Director, Parques Reunidos
- Tomas Popisil, Global Director, Indirect Procurement, gategroup
- Cecilia Persson, Head Of Global Procurement Process Transformation, AstraZeneca
- Tuukka Farin, Head of Procurement Development, Boliden
- David Everett, Head of Indirect Procurement, Tate & Lyle
- Yuliya Babueva, Head of Indirect Procurement, C&A
- Benan Orhon, Head of Procurement, ITW
- Clemente Aguilá, Head of Procurement Operations & Corporate, Grifols
- Cristina Teodor-Ilie, Group Procurement Director, Nepi Rockcastle
- Dr. Benjamin Wenn, Head of Technical Procurement, Röhm GmbH
- Paulo Costa, Global Procurement Director, Purever Industries
- Owen Evans, Head of Procurement, Pets at Home
- Elodie Thibaut, Head of Procurement Excellence, Solenis

- **Amit Chitanand, Global Procurement Director, Unilever**
- **Marta Otero Mayor, Senior Procurement Excellence Director, Cimpres**
- **Richard Chiari, Global Lead Buyer, Semperit**
- **Jaimee Franzer, Senior Sourcing Manager, Expedia**
- **Sapan Gandhi, Head of Direct Procurement & Global Procurement Strategy, Zentiva**
- **Valeria Venturelli, Third -Party Risk Management (TPRM) Leader - Procurement Excellence, Solenis | WIP**
- **Andrej Antipov, Director of Supply Chain, Bosch**
- **Julien Jarrier, Senior Director, Global Procurement, Merieux NutriSciences**
- **Claus Schiko, Global Category Manager, VELUX**
- **Matthew Spencer, Procurement PMO Manager, Bekaert**
- **Robert Schneider, Procurement Business Partner HR and IT, Sony Europe LTD.**
- **Javier Torrijos Cuesta, Head of Procurement, Statkraft**
- **Farida Ismayilova, Director of Sourcing, Mediq**
- **Thomas Knoll, Senior Director, Head of European Procurement, Fujitsu**
- **Felipe Bolaños, AI Leader & Snr. Supply Chain Manager, Bosch**
- **Irma Kopaliani, Global Procurement Manager, Klarna | WIP**
- **Stephanie Hericotte, Global Head of Indirect Procurement, Paysafe**
- **Anaïs Lamarti Kekatos, Senior Procurement Manager, Cimpres**
- **Lukasz Stolarski, Senior Strategic Sourcing Manager, Viasat**
- **Martin Nozicka, Head of Regional Purchasing, Knorr Bremse**
- **Ana Pertot, Head of Procurement- Overseas Markets, Zeekr**

- Agnieszka Ginter, Global Procurement Manager, Philips Morris International

Primary IT Procurement Professionals:

- Kirsty Killick, IT Category Manager, Sony Europe
- Harm Samuels, Head of IT & International Procurement, NN Group
- Tommi Rissanen, Global Category Manager – IM & Data Analytics, Anglo American
- Dmitrij Shubenko, Group IT Category Manager, Novartis
- Martin Bacigal, Global IT Category Manager, Nouryon
- Marcin Musolf, Global Category Director, Getinge
- Eleonore Pierre, Global Category Manager - IT Services, Aptiv
- Suneet Pandey, Head of Global Technology Vendor Management & Licensing, Lonza
- Yuri Azbukin, Head of Global Procurement IT and Services, Dräxlmaier Group
- Jose Velayos, Global IT Vendor Governance Lead, Roche
- Ana Grujicic, Category Manager Digital, IKEA Group
- Laurence Reddy, Director of Procurement Architecture, A.P. Moller – Maersk
- Minna Metsälä, Director of IT Sourcing & Partner Management, Wärtsilä
- Dietmar Bruehl, VP of IT Procurement, BuyIn
- Gordon Knowles, VP of IT Procurement, SEFE
- Cassie Furey, Senior IT Procurement Specialist, Reach

Industry Thought Leaders:

- Simon Geale, Executive Vice President, Proxima
- Giuseppe Conti, Negotiation & Influencing Professor, Leading European Business Schools

- **Kristen Rellihan, Senior Director, ProcureAbility**
- **Jochen Werner, Vice President EMEA, Zycus**
- **Åsa Landqvist, Vice President of Enterprise Solutions – EMEA, CXC Global**
- **Natalia Parmenova, Chief Revenue Officer, BeNeering**
- **Nick Riley, Global Head of Procurement, Vertice**
- **Lukas Zeidler, Partner, H&Z Management Consulting**
- **Steve Middleton, UK Growth Director, Kodiak Hub**
- **Romain Mialane, Director Of Commercial Solutions, Visa**
- **James Gellert, Executive Chair, Rapid Ratings**
- **Christoph Kunel, Chief Product Officer, Crowdfox GmbH**
- **Fabian Heinrich, Co-Founder & CEO, Mercanis**
- **Laurence Kirk, SVP & MD of Europe, Agile One**
- **Sam Pemberton, CEO, Skill Dynamics**
- **Maurice Benz, VP, Services Procurement, Magnit**
- **Manuel Roger, Managing Director EMEA, SpendHQ**
- **James Plimsoll, Sr. Manager, Working Capital Solutions, PrimeRevenue**
- **Andy Symmonds, Managing Partner EMEA, ProcureVue**
- **Josh Ryan, Co-Founder, Denova**
- **Cristina Sangiorgi, Customer Learning Hub Leader, Sky | WIP**
- **Graham Copeland, Senior Director, Business Development, GEP**
- **Richard Beaumont, Industry Expert, Procurement Transformation Authority**

- **Graham Crawshaw, Procurement Content Director, CASME**

Advisory board:

- **Daniel Johansson, Global Head of Procurement Strategy & Excellence, CSL Behring**
- **Regine Pahmer, VP of Indirect Procurement, GEA**
- **Katarzyna Lis, Chief Procurement Officer, Europe & International**
- **Amit Chitanand, Global Procurement Director, Unilever**
- **Stephan Regius, Category Manager, Zurich Insurance**
- **Richard Chiari, Global Lead Buyer, Semperit Group**
- **Lukasz Stolarski, Senior Strategic Sourcing Manager, Viasat**
- **Benan Orhon, Head of Procurement, ITW**
- **Amanda Wright, Group Procurement Director, Oscar Mayer**
- **Gordon Knowles, VP of IT Procurement, SEFE**
- **Carine Assaf, Procurement International Supervisor, Leading Financial Institution**

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Start-up Gallery



Day 1: 23 September 2025

Powering The Future Of Procurement – Smart Sustainable, Resilient

8:15	Registration + Networking With Refreshments In Expo
8:55	Welcome Address: Louis Chandor , Content Director, ProcureCon Europe
9:00	Chairperson Welcome: Richard Beaumont , Industry Expert, Procurement Transformation Authority
9:05	Opening Keynote Presentation: <u>AI Unlocked</u>: Our Story – How We Crafted A Visionary AI Investment Strategy To Integrate Seamlessly And Deliver Measurable ROI • How to assess business needs and maturity to define the right AI investment strategy • How to leverage AI to enhance efficiency, automation, cost-savings and decision-making in procurement • How to implement AI governance to tackle key adoption hurdles from data quality to ethical concerns Shailendra Sadera, Chief Procurement Officer, Unilever
9:25	Keynote Panel: <u>Navigating Green Premiums</u>: How Can You Balance Investment vs. Savings to Maximise ESG ROI Beyond Compliance? • What are the tangible business benefits of ESG beyond compliance and public perception? • How do you weigh the trade-offs between immediate investment in sustainability for long term gain vs. short term costs? • How important is circular economy in your procurement process? • How can procurement balance regulatory demands, cost pressures, and ESG priorities? Christian Voland, BNH Chief Procurement Officer, Bunge Willem Vermeulen, Chief Procurement Officer, Tata Steel Marika Lindstrom, Chief Procurement Officer, Keurig Dr Pepper Moderator: Simon Geale, Executive Vice President, Proxima
9:55	Keynote Presentation: <u>Staying Carbon Conscious</u>: How to Use Your Data to Optimise Sustainable Business Travel Without Raising Costs • How to use real-time data & AI to track, measure, and reduce travel emissions to future-proof business travel • How to embed sustainability into corporate travel policies without increasing costs or complexity • How to improve visibility across global travel spend to consolidate agreements and provide value AMEX
10:15	Networking & Coffee Break In Expo

	Workshop: WNS Procurement
Harnessing The Power Of Intelligent Procurement	
11:05	Keynote Presentation: <u>Exploring New AI Horizons</u>: How To Scale AI To Accelerate Decision-Making And Operational Efficiency • How to empower buyers with better prompt engineering to reduce risk and improve decision-making • How to evaluate and streamline the technology stack to maximise process efficiency • How to leverage AI-driven insights to enhance market intelligence & boost productivity and cost efficiency Rhys Shegar-Astoralli, Head of Procurement, ING
11:25	Keynote Presentation: <u>Orchestrating AI Success</u>: How To Use Intake and Automation Tools To Enhance Decision Making and Optimise Costs • How to navigate increasing complexities from decentralized buying, fragmented systems and data overload to enhance visibility over your procurement activities • How to design, implement and scale procurement orchestration to elevate beyond traditional procure-to-pay processes • How to inject AI into your procurement system to enhance intake-to-pay procurement transformation ZIP
11:45	Keynote Panel: <u>Choosing The Right Digitisation Path</u>: How Can You Digitise Procurement To Enhance Governance & Efficiency? • What processes should you digitise and what is the right path to digitise? • How do you build a governance framework to drive digital adoption and ensure seamless integration? • How do you ensure digitisation drives control, visibility and financial results? Cyril Wasem, Chief Procurement Officer, The Vita Group Donna Avellana Künzler, Head of Procurement Excellence & Digital Transformation, ABB Michele Tepedino, Senior Director Global Procurement, Keurig Dr Pepper Inc Moderator: Jochen Werner, Vice President EMEA, Zycus
12:15	Keynote Fireside Chat: <u>Leveraging MSP-Led Workforce Management</u>: How To Move from Tactical Execution To Strategic Impact To Drive Value • How to unlock strategic value through mature MSP partnerships that go beyond cost savings to deliver workforce agility, strategic alignment, and enterprise-wide impact.

	- How to leverage data, visibility, and analytics to empower procurement to better anticipate change, manage risk, and drive informed workforce decisions - How to transform your MSP strategies to elevate procurement's role in shaping future workforce transformation Jaimee Franzer, Senior Sourcing Manager, Expedia Stephanie Hericotte, Global Head of Indirect Procurement, Paysafe Moderator: Maurice Benz, VP, Services Procurement, Magnit				
12:35	Keynote Presentation: <u>Use Clean Data To Make Intelligent Decisions</u>: How To Use Data To Manage And Enhance Procurement Operations Across A Large Operation - How to introduce governance and data cleansing programmes to better manage procurement operations - How to navigate challenges in data accessibility, stakeholder alignment, and system integration across regions - How to leverage the full potential of clean data to develop digital innovation in procurement Willem Vermeulen, Chief Procurement Officer, Tata Steel				
12:55	Networking & Lunch In Expo Lunch & Learn: <u>Creactives</u>				
	Track A: Re-invigorating Leadership Strategies Chair: Graham Copeland, Senior Director, Business Development, GEP	Track B: Harnessing Technology And Innovation Chair: Richard Beaumont, Industry Expert, Procurement Transformation Authority	Track C: Mastering Risk Visibility And Mitigation Chair: Graham Crawshaw, Procurement Content Director CASME	Track D: Enhancing IT Procurement  Chair: Cassie Furey, Senior IT Procurement Specialist, Reach	Track E: Workshops
13:55	Presentation Interactive: <u>Seamless M&A Integration:</u> How to Navigate Mergers To Capitalise On New Talent,	Presentation Interactive: <u>Connected Procurement Ecosystem:</u> How To Integrate	Presentation Interactive: <u>Cultivating Risk Awareness:</u> How To Foster A Culture of	Presentation Interactive: <u>Maximise Bargaining Power:</u> How To Leverage Data (e.g. Anything) To Effectively	Workshop: <u>Value From Data:</u> Enhancing Procurement Productivity

	Suppliers and Growth Opportunities • How to align procurement strategies and cultures to ensure a smooth post-merger transition • How to retain top talent by fostering stability, trust, and development opportunities • How to optimize supplier relationships and systems to maximize synergy and efficiency Ana Pertot, Head of Procurement- Overseas Markets, Zeekr	Tools To Create A Streamlined & Functional Ecosystem • How to integrate all manner of procurement tools for seamless operations • How to streamline databases and processes to ensure compatibility across platforms • How to set up a triage that the business perceives as value and does not circumvent Huso Hasanovic, Executive Director, Digital Sourcing & Procurement, Estée Lauder	Risk Awareness To Build A Proactive Workforce • How to train procurement teams to recognize and address risks before they escalate to create a pro-active mindset • How to encourage cross-functional collaboration to enhance transparency and accountability • How to protect business critical information from suppliers to strengthen data governance processes • How to develop incentive programs that reward proactive risk mitigation and compliance adherence to create a risk-conscious culture Pablo Montoro Bernard, Global Director of Procurement Services, Cimpres	Negotiate With Monopolistic Suppliers • How to leverage data, benchmarks, and soft skills to strengthen negotiation with dominant vendors • How to align procurement and IT teams to maximize bargaining power with mega suppliers • How to consolidate agreements to shift from regional to global leverage in supplier relationships Harm Samuels, Head of IT & International Procurement, NN Group	Through Procurement Excellence Manuel Roger, Managing Director EMEA, SpendHQ
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14:15	Presentation interactive continued: <i>Following the presentation you will then break out into a small group roundtables</i>	Presentation interactive continued: <i>Following the presentation you will then break out into a small group roundtables</i>	Presentation interactive continued: <i>Following the presentation you will then break out into a small group roundtables</i>	Presentation interactive continued: <i>Following the presentation you will then break out into a small group roundtables</i>	Workshop continued: Value From Data: Enhancing Procurement Productivity Through Procurement Excellence Manuel Roger, Managing Director EMEA, SpendHQ
14:25	<u>Presentation:</u> Streamline Category Management: How To Optimize Category Management Operations For Efficiency And Value Creation - How to evolve category management from spend to an ROI focus to align with overall business objectives to drive value and innovation - How to standardize and streamline category management processes to reduce operational time spent and increase efficiency - How to lead regional procurement communities with a global lens to share best practices and	<u>Presentation:</u> Smart Procurement in Practice: How Röhm scaled indirect spend optimization across 3 continents – with measurable results - New procurement platform done right: How Röhm achieved 19% savings on competitive spend, with implementation completed in under 3 months - From complexity to clarity: Why Röhm chose Crowdfox and how UTIN® and spend reporting unlock true value beyond catalog management - Moving beyond theoretical AI pilots: How Röhm now tackles end-to-end process optimization,	<u>Fireside Chat:</u> <u>Integrate Lean Sourcing:</u> How To Streamline RFPs And Drive Faster, More Innovative Supplier Engagement - How to shift from traditional, complex RFPs to a lean, value-driven sourcing approach that encourages supplier innovation and responsiveness - How to leverage digital tools to standardize and automate workflows, reducing manual effort and accelerating sourcing cycles - How to identify inefficiencies in the current process and apply lean principles	<u>Presentation:</u> <u>Reclaim Vendor Agility:</u> How to Navigate AI, Inflation, and Vendor Sprawl to Make Smarter IT Purchases - How to adapt to AI SaaS pricing models to improve forecasting and negotiation power - How to counter SaaS inflation to keep tech budgets under control - How to streamline your tech stack to eliminate redundancy and cut costs Nick Riley, Global Head of Procurement, Vertice	Workshop continued: Value From Data: Enhancing Procurement Productivity Through Procurement Excellence Manuel Roger, Managing Director EMEA, SpendHQ

	optimize performance Richard De Bree, Global Category Director, Kraft Heinz	e.g. order intake with chatbot ChatCFX® Christoph Kunel, Chief Product Officer, Crowdfox GmbH Dr. Benjamin Wenn, Head of Technical Procurement, Röhm GmbH	to remove bottlenecks, streamline decision-making, and speed up supplier selection		
14:45	Networking & Coffee Break In Expo				
	Track A: Re-invigorating Leadership Strategies Chair: Graham Copeland, Senior Director, Business Development, GEP	Track B: Harnessing Technology And Innovation Chair: Richard Beaumont, Industry Expert, Procurement Transformation Authority	Track C: Mastering Risk Visibility And Mitigation Chair: Graham Crawshaw, Procurement Content Director CASME	Track D: Enhancing IT Procurement  Chair: Cassie Furey, Senior IT Procurement Specialist, Reach	Track E: Workshops
15:15	Panel: Identify And Reduce Tail-Spend: How Can You Harness Data To Tackle Tail Spend? How can we identify and categorize tail spend effectively across a large and	Panel: Overcoming AI Resistance: How Can You Upskill Your Workforce And Secure Buy-in From The Board To Drive Adoption? How do you overcome resistance to AI transformation by aligning	Panel: Supply Chain Insights: How Can You Gain Information From Your Suppliers To Increase Visibility And Minimise Risk? How can you distinguish between supplier risk, third party risk, regulation	Panel: Evolve IT Vendor Relationships: How Can You Enhance Vendor Relationship's To Get The Most Value Out Of Your Contracts? How can you implement structured vendor performance management beyond	Workshop: Mercanis Fabian Heinrich, Co-Founder & CEO, Mercanis

	diverse supplier base? • What are the best technologies or tools available to gain better visibility and control over tail spend? • What cost-saving strategies can be implemented to reduce tail spend without compromising quality or supplier relationships? Stephanie Hericotte, Global Head of Indirect Procurement, Paysafe Robert Snijder, VP of Global Procurement, BENTELER Steel/Tube GmbH & Co. KG Marcin Musolf, Global Category Director, Getinge Tomas Popisil, Global Director, Indirect Procurement, gategroup	technology with workforce needs? • How can you implement strategies to upskill teams and foster confidence in new tools and automation? • How do you ensure leadership buy-in by demonstrating ROI and the tangible benefits of AI and other technologies? John Jordan, Head of Strategy & Planning, Sony Christian Koeser, Senior Procurement Partnering Manager, Roche Natalia Parmenova, Chief Revenue Officer, BeNeering Sam Pemberton, CEO, Skill Dynamics	risk and broader supply chain risk and act upon it? • How can you leverage the full potential of digital technologies to develop your governance process for actionable alerts? • How can you strengthen supply chain agility, flexibility in contracts, and increase the speed of information flow to react quickly to daily price disruptions, regulatory changes and supply chain shocks? Vincent Godfrey, Global Chief Procurement Officer, Ardagh Group Silke Sorger, SVP, Procurement, Infineon Technologies Alejandro Ceballos Gallego, Director Asset Management and Supply Chain, Aer Lingus Javier Caravantes, Procurement Director, Parques Reunidos	basic contractual compliance? • How do you develop contract strategies that integrate seamlessly across multiple systems? • How can you leverage analytics and vendor re-evaluation to assess performance and drive value from your IT supplier contract and establish exit strategies? Gordon Knowles, VP of IT Procurement, SEFE Eleonore Pierre, Global Category Manager - IT Services, Aptiv Ana Grujicic, Category Manager Digital, IKEA Group	
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	Frederic Pleeck, Director of Indirect Procurement, LKQ Europe				
15:45	FireSide Chat: <u>Enhance Contract Management</u>: How To Enhance CLM To Evolve Your Procurement Systems • How to use CLM to reduce risk and streamline processes to enhance efficiencies • How to use AI for contract analysis to reduce administrative burdens and increase procurement efficiency • How to use CLM integration to ensure integrity in contracts • How to ensure effective integration of CLM to ensure value from usage	Presentation: <u>Reimagining Digital Delivery</u>: How Procurement Can Enable Scalable, Tech-Driven Business Transformation • How to align with modern software delivery models to help the business move faster and adopt AI at scale • How procurement can support digital programs by enabling flexible, efficient tech sourcing and partnerships • How to position procurement as a strategic ally in transformation by supporting delivery models that drive speed, innovation, and cost efficiency VML	Presentation: <u>SCiMap</u>: How To Use Consultative Analytics For Tailored Spend Solutions And Enhanced Supplier Relations • How to use a single unified strategy to build supplier trust and ensure you pay your suppliers on time • How to visualise and unlock the potential of your supplier spend strategy with analytics – margin, working capital and efficiency improvements • How to optimise working capital improvement whilst navigating ever-changing payment terms regulations James Plimsoll, Sr. Manager, Working Capital Solutions, PrimeRevenue	FireSide Chat: <u>Develop Your SAM</u>: How To Leverage Insight To Maximize Your Software Asset Management • How to actively govern software licenses through SAM to enhance visibility and control • How to make an informed decision when choosing a SAM tool to fit your requirements and existing infrastructure • How to ensure SAM data is accurate to maximize efficiency	Workshop continued: <u>Mercanis</u> Fabian Heinrich, Co-Founder & CEO, Mercanis

Unlocking Value In Procurement

16:05 Refreshment Reload In The Expo

16:35 **Keynote Panel:** Transformative Trends In Procurement: How Can You Drive Innovation To Shape Business Strategy?

- How is procurement evolving beyond cost-saving to drive business growth, sustainability, and innovation in the business?
- Which innovations delivered results, and which failed to meet expectations including Gen AI, data-driven decision-making and next-gen supplier collaboration?
- How can a procurement organization support a culture of innovation to ensure long-term success of the business?

Jorge Alberto Mendez, Head of Indirect Procurement, Hitachi Energy

Heliana Romanelli, Global VP Procurement, Unilever

Matteo Stefani, Chief Procurement Officer, Straumann

Ruji Mahmud, Chief Procurement Officer, Valneva

Moderator: Kristen Rellihan, Senior Director, ProcureAbility

17:05 **Closing Keynote Case Study:** Inside The Aerospace Industry: How To Streamline Procurement To Maximise Value From Suppliers

- How to build a resilient, cross-functional supply chain that can quickly adapt to disruptions
- How to standardize sourcing while balancing global and local supply needs to make procurement more efficient
- How to challenge suppliers to co-innovate in cost, reliability, customer experience, and sustainability in challenging economic periods

Sandra Bour Schaeffer, SVP Procurement, Airbus

Assessing Innovative Tech Start-Ups

17:25 **Start Up Gallery:** Hear from the latest and greatest start-ups: Which one can best help you with your procurement priorities? – Cast your vote and the winner walks away with the Start Up Gallery trophy!

These exciting demos of pre-selected start-ups will present their innovative solution. The panel of experts will ask questions to assess their benefits to your business. You will then have the opportunity to vote for the start-up you think is the most innovative and adds real value to your business. Will you find the next big thing?

Start Ups:

Andy Symmonds, Managing Partner EMEA, ProcureVue

Josh Ryan, Co-Founder, Denova

Lytica

Judges:

	Cyril Wasem, Chief Procurement Officer, The Vita Group Jose Velayos, Global IT Vendor Governance Lead, Roche Laurence Reddy, Director of Procurement Architecture, A.P. Moller – Maersk
18:10	End of ProcureCon Europe Day 1
18:10 – 19:30	Drinks Reception & Networking In Expo!
19:00	Women in Procurement Dinner by ProcureAbility - (Invite Only) 

Day 2: 24 September 2025

Creating Stability In An Unstable World

8:15	Registration & Networking In Expo
9:00	Chairperson Welcome: Richard Beaumont, Industry Expert, Procurement Transformation Authority
9:05	Keynote Presentation: <u>Navigating Tariffs and Trade Shift Volatility</u>: Our Story – How We Reinvented Our Multi-Tier Supply Chains To Gain Visibility And Mitigate Risk • How to reshape your supplier strategies to mitigate the impact of regionalization, tariffs, and trade shifts • How to enhance multi-tier supply chain visibility to proactively identify opportunities and mitigate risks to gain a competitive edge • How to develop robust supplier management frameworks to ensure long-term stability Dr. Arnd Hirschberg, Chief Procurement Officer, Siemens Energy
9:25	Keynote Presentation: <u>Future-Proofing B2B Payments</u>: How to Maximize Value from Financial Partnerships and Digital Innovation • How to navigate the B2B payments ecosystem to optimize economic benefits and streamline processing • How to evaluate banking partners using key success criteria to ensure strategic alignment and support

	How to embrace digital payment innovations to drive efficiency and future-ready procurement operations Romain Mialane, Director Of Commercial Solutions, Visa Donna Avellana Künzler, Head of Procurement Excellence & Digital Transformation, ABB
9:45	Keynote Fireside Chat: <u>Data-Driven Supplier Management:</u> How Can You Leverage Analytics to Optimise Performance? - How to leverage analytics to streamline supplier onboarding, risk assessment, and annual re-evaluation - How to optimize vendor management by right-sizing supplier bases and driving competitive value - How to strengthen supplier relationships by balancing strategic partnerships with performance monitoring - How to create a “true” set of data to improve procurement strategies Ari Poutanen, Director, Sourcing and Category management, Indirect Procurement, Wärtsilä Cecilia Persson, Head Of Global Procurement Process Transformation, AstraZeneca
10:05	Keynote Presentation: <u>Conducting Risk Analysis:</u> How Financial Health Assessments Can Help Mitigate The Risk Of Your Suppliers - How today's global economic conditions are impacting the financial risk of public and private suppliers - How market volatility is increasing supply chain risk in more ways than you think - How supplier financial risk ratings can better inform your sourcing strategies and create greater supply chain resilience James Gellert, Executive Chair, Rapid Ratings
10:25	Networking & Coffee Break In Expo Workshop: <u>Strategies For Value Creation In The New World:</u> How To Develop A Roadmap For A Procurement Function To Drive Savings, Resilience & Transformation Excellence Lukas Zeidler, Partner, H&Z Management Consulting
Transforming Procurement To Power Business Growth	
11:15	Keynote Presentation: <u>Beyond Expansion:</u> How to Align Procurement Strategies with Business Growth - How to focus priorities on value drivers for support of key growth drivers - How to optimise strategic category management, resource allocation and drive digitalisation - How to utilise the global procurement organisation to support standardised procurement processes to globalise your company and reinforce organisational growth

	Martin Fog, VP of Corporate Procurement, Novo Nordisk				
11:35	Keynote Panel: <u>Beyond Automation</u>: Reimagining the Procurement Workforce in the Age of AI • What does meaningful human involvement look like in a highly automated procurement function, and where is human judgment still indispensable? • How does the future pipeline of skilled professionals look without traditional entry-level roles as AI takes over junior procurement tasks? • How can procurement leaders and HR leaders collaborate to attract, develop, and retain high-skill talent in a function increasingly defined by data, strategy, and AI to future proof the workplace? Katrin Boegl, Senior Vice President – Indirect Purchasing, BSH Home Appliances Group GEP				
12:05	Keynote Presentation: <u>From Silo to Strategy</u>: How Can You Navigate Culture and Change Mindset for Enterprise-Wide Impact? • How to define procurement's 'North Star' to align strategies with long-term business value • How to overcome resistance to change to create functional excellence • How to navigate cultural and regional differences to drive successful transformation to escape being trapped in a silo Bhaskar Parthasarathi, Head Of Category Management, CRH				
12:25	Networking & Lunch In Expo				
	Track A: Re-invigorating Leadership Strategies Chair: Graham Copeland, Senior Director, Business Development, GEP	Track B: Harnessing Technology And Innovation Chair:	Track C: Mastering Risk Visibility And Mitigation Chair: Graham Crawshaw, Procurement Content Director CASME	Track D: Enhancing IT Procurement  Chair: Cassie Furey, Senior IT Procurement Specialist, Reach	Track E: CPO Boardroom Chair: Richard Beaumont, Industry Expert, Procurement Transformation Authority

13:25	Panel: Mastering SRM: How Can You Forge Partnerships That Unlock Strategic Value • How do you strengthen supplier engagement by streamlining supplier information management, compliance, and documentation processes? • How do you optimize and automate your supplier management to drive competitive advantages and unlock strategic value? • How can you foster trust and collaboration to create mutually beneficial supplier relationships? Francois Pierlot, Head of Purchasing, Decathlon Carla Barros Little, Head of Procurement & Innovation, CASCO Pets Clemente Aguilá, Head of Procurement Operations & Corporate, Grifols	Panel: Prioritise Strategic Investments: How Do You Invest Your Resources When Juggling Conflicting Priorities? • How do you know which hat to wear when judging whether to invest in AI, talent, technology, data, sustainability to prioritise value-add for the business? • What role does new technology play in elevating procurement's seat at the table? • How do talent development initiatives which allow for your team to get promoted impact your seat at the table? • How can procurement contribute to strategic business growth plans? Regine Pahmer, VP of Indirect Procurement, GEA Yuliya Babueva, Head of Indirect Procurement, C&A	Panel: Create A Sustainable Future: How Do You Enhance ESG Visibility Across Suppliers & Your Organisation? • How can you extend ESG oversight beyond Tier 1 suppliers to achieve full transparency? • How to align procurement practices with sustainability and ESG targets? • How can you learn to engage with your suppliers to unlock scope 3 emissions to allow for compliance whilst still achieving the best price and good relations? Julien Jarrier, Senior Director, Global Procurement, Merieux NutriSciences Sapan Gandhi, Head of Direct Procurement & Global Procurement Strategy, Zentiva Elodie Thibaut, Head of Procurement Excellence, Solenis	Panel: Align IT Outsourcing with Business Goals: How Do You Ensure Your IT Outsourcing Strategy Drives Efficiency, Global Scalability, and Security? • Which areas of IT procurement are companies finding the most value in outsourcing, and how does this align with digital transformation goals? • Can service providers deliver truly global outsourcing solutions that scale with your business? • How do increasing compliance and data security costs impact the value proposition of outsourcing in the context of digital transformation? Jose Velayos, Global IT Vendor Governance Lead, Roche Tommi Rissanen, Global Category Manager – IM & Data Analytics, Anglo American Suneet Pandey, Head of Global Technology Vendor	CPO Boardroom Discussion & Drinks: RESERVED FOR CPOs
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	Moderator: Steve Middleton, UK Growth Director, Kodiak Hub	Nicolas Fernandez Laporte, Procurement Director, Nestlé Fabio Zonta, Chief Procurement Officer, Raxio Group	Emma Twomey, Group Product Sourcing Director, Sky Gareth Mawdesley, Chief Procurement Officer, NFU Mutual	Management & Licensing, Lonza Dmitrij Shubenko, Group IT Category Manager, Novartis	
13:55	Fireside Chat: <u>Mastering the Purchase Order Journey: How To Transform PO's Into Strategic Growth</u> - How to use routine purchase orders as more than just transactional documents and leverage them to foster deeper client engagement - How to drive automation of your supplier POs & invoices to unlock more efficient and less taxing P2P processes - How to use a functional set of specific set for all possible product attributes to shift from transactional interactions to impactful engagements	Fireside Chat: <u>Master End-End Procurement: How To Optimize The Source To Contract Cycle To Achieve Significant Cost Savings And Improved Supplier Relationships</u> - How to revisit current contract terms to identify pricing opportunities and explore volume discounts to create cost-savings - How to establish clear onboarding frameworks and set robust KPIs to ensure suppliers meet compliance standards - How to use automation to simplify the sourcing process and consolidate purchases to uncover inefficiencies and optimize supplier	Presentation: <u>Anchoring Procurement Amid Uncertainty: How To Enable Supply Chain Resilience Through Diversifying Sourcing Strategies</u> - How to optimise sourcing strategies to build resilience & adaptability - How to balance the priorities of cost, risk, and purpose to achieve wider business imperatives - How to take the business and stakeholders with you on a purpose-led journey to cement procurement as a business partner Proxima	Fireside Chat: <u>Streamlining SaaS Adoption: How To Align Software Solutions With Digital Transformation Objectives To Drive Business Success</u> - How to evaluate and select the right SaaS tools that align with your digital transformation goals - How to develop a comprehensive SaaS management strategy to ensure seamless integration with other digital initiatives - How to gain executive buy-in for SaaS adoption and secure resources to maximize digital transformation benefits	CPO Boardroom Discussion & Drinks: RESERVED FOR CPOs

		contracts for better pricing and terms			
14:15	Presentation: <u>Leverage Suppliers To Deliver On Sustainability</u>: How To Leverage Innovation Hubs To Drive Supplier-Led Sustainable Transformation • How to collaborate with your sustainability and procurement excellence functions to have true visibility of sustainability targets and progress • How to engage suppliers beyond contracts to co-create innovative solutions to deal with challenges around sustainability • How to foster flexibility and motivate suppliers to drive continuous improvement	Presentation: <u>Charting A Course For Your AI Strategy</u>: How To Develop A Roadmap For Integrating AI For The Future To Capitalise On Future Advancements • How to leverage AI/Gen AI solutions to overcome procurement challenges and understand why it is so important for the future of procurement • How to understand and invest accordingly to capitalise on the ever-evolving AI landscape • How to experiment with the use of AI tools to develop your workforce • How to develop a long-term roadmap for procurement that utilises AI and aligns with your organization's	Presentation: <u>Use Modelling To Future-Proof Supply Chain Risk Management</u>: How To Develop Dynamic Due Diligence and Governance Frameworks For Resilience • How to design dynamic, adaptive frameworks that evolve with shifting market conditions, emerging risks, and disruptions • How to use predictive analytics and models in line with real-time supplier data to stay ahead of supply chain vulnerabilities • How to collaborate more effectively with suppliers to co-create risk mitigation strategies and ensure all parties are aligned on risk management goals Lukasz Stolarski, Senior Strategic Sourcing Manager, Viasat	Presentation: <u>Evolve IT Sourcing</u>: How To Use AI To Unlock Sourcing Efficiency • How to develop your IT sourcing to ensure your business is resilient in the current climate • How to use AI in IT sourcing strategies to unlock unprecedented efficiency and creativity • How to understand the limits but also the advantages of AI in IT procurement sourcing to create the optimal sourcing strategies Dietmar Bruehl, Vice President of IT Procurement, BuyIn	CPO Boardroom Discussion & Drinks: RESERVED FOR CPOs

	Marta Otero Mayor, Senior Procurement Excellence Director, Cimpress Anaïs Lamarti Kekatos, Senior Procurement Manager, Cimpress	strategic goals and future needs Andrej Antipov, Director of Supply Chain, Bosch			
14:35	Networking & Coffee Break In Expo				

Upgrading Procurement Talent For What's Next

15:15	Keynote Soapbox: <u>Procurement's Power Is People</u>: How to Identify, Attract, And Develop Top Procurement Talent To Build The Teams of Tomorrow How to embed your procurement function with a mission to create and retain the best team Christian Voland, BNH Chief Procurement Officer, Bunge				
15:25	Keynote Presentation: <u>Use Technology To Plug Your Talent Gap</u>: How To Use AI, Data And Technology For Strategic Alignment Of External Talent To Meet Organisational Needs - How to leverage AI, data analytics and technology to fill talent gaps efficiently - How to align external talent strategies with business goals to ensure workforce agility and future-proofing - How to seamlessly integrate contingent and permanent employees for maximum collaboration and innovation Laurence Kirk, SVP & MD of Europe, Agile One				
15:45	Panel: <u>Future Proof Teams</u>: How Can You Reskill Your Teams To Make Them Future-Ready? - How do you develop structured upskilling programs to prepare teams for a more strategic role? - How can you align procurement skills with evolving challenges in sourcing and negotiation? - How are you bridging competency gaps through targeted training, career development, and process optimisation? Daniel Johansson, Global Head of Procurement Strategy & Excellence, CSL Behring				

Ferdinand Wieland, SVP, Procurement, ThyssenKrupp
 Henner Schrader, Head of Sourcing Corporate Services & Region EMEA, Merck
 Benan Orhon, Head of Procurement, ITW

Beer & Bubbles Roundtables

16:15



1. From Risk to Resilience: Building a Global Compliance Culture Across Teams - **Åsa Landqvist, Vice President of Enterprise Solutions – EMEA, CXC Global**
2. Enhance Your Category Management Strategy: How To Evolve Your Category Management To Develop Your Procurement Processes - **Claus Schiko, Global Category Manager, VELUX**
3. Progressing Through Your Career: Managing Office Politics and Influencing Stakeholders - **Giuseppe Conti, Negotiation & Influencing Professor, Leading European Business Schools**
4. Procurement Maturity Analysis: How To Evaluate Quickly Your Procurement Function And Find Out What To Develop Going Forward – **Tuukka Farin, Head of Procurement Development, Boliden**
5. The Future of Supplier Engagement: Streamlining Onboarding and Elevating Performance Management - **Matthew Spencer, Global Category Manager, Bekaert**
6. Build Cross Functional Partnerships Across The Business: How To Build Alliances With Internal Functions Such As Finance To Deliver Growth - **David Everett, Head of Indirect Procurement, Tate & Lyle**
7. Outsourcing Procurement: How To Assess The Benefits Vs. The Risks To Determine If Outsourcing Works For Your Procurement Function - **Robert**



1. Build A Resilient IT Procurement Function: How To Establish an IT Procurement Organization, That Is Connected To Broader Business Goals, Agile In Strategy & Resilient In Operations - **Yuri Azbukin, Head Of Global Procurement IT And Services, Dräxlmaier Group**
2. Human & Artificial Intelligence In IT Procurement: How To Develop Strategies To Integrate AI Into IT Procurement Whilst Maintaining A Strong Human-Centric Approach - **Martin Bacigal, Global IT Category Manager, Nouryon**
3. Evolve IT Procurement Strategies: Streamline Your IT Procurement Function To Define Responsibilities & Refine Sourcing
4. Enhance IT Procurement Visibility: How can you create a transparent and collaborative 'end-to-end view' across IT Procurement, ITAM, SAM and Vendor Management functions and your vendors to create the best value digital transformation - **Kirsty Killick, IT Category Manager, Sony Europe**
5. Navigate Hardware Negotiations: How To Capitalize On The Best Tactics To Get The Best Deals For Your Hardware - **Cassie Furey, Senior IT Procurement Specialist, Reach**

Private Wine & Cheese Tasting hosted by
 Amazon Business (Invite Only)



	Schneider, Procurement Business Partner HR and IT, Sony Europe LTD. 8. <u>AI Solutions In Purchasing & Procurement: How To Utilize AI To Evolve Purchasing Strategies & Reduce Procurement Complexity</u> Andrej Antipov, Director of Supply Chain, Bosch + Felipe Bolaños, AI Leader & Snr. Supply Chain Manager, Bosch 9. <u>Fostering A Culture Of Creativity: How To Create A Risk-Positive Culture To Encourage Innovation –</u> Cristina Teodor-Ilie, Group Procurement Director, Nepi Rockcastle 10. <u>Negotiating Liability With Your Supplier Base: Evaluate Where To Draw The Risk Line With Start-ups Or Existing Suppliers</u> - Laurence Reddy, Director of Procurement Architecture, A.P. Moller – Maersk		
Assessing Innovative Tech Start-Ups			
17:15	Start Up Gallery: <u>Hear from the latest and greatest start-ups</u>: Which one can best help you with your procurement priorities? – Cast your vote and the winner walks away with the Start Up Gallery trophy! These exciting demos of pre-selected start-ups will present their innovative solution. The panel of experts will ask questions to assess their benefits to your business. You will then have the opportunity to vote for the start-up you think is the most innovative and adds real value to your business. Will you find the next big thing? Judges: Cyril Wasem, Chief Procurement Officer, The Vita Group Jose Velayos, Global IT Vendor Governance Lead, Roche Nina Bomberg, Chief Procurement Officer, Hamburger Energiewerke Laurence Reddy, Director of Procurement Architecture, A.P. Moller – Maersk		
18:00	End of ProcureCon Europe Day 2		
18:00 – 19:30	Drinks Reception & Networking In Expo!		

Day 3: 25 September 2025

Redefining Leadership: From Insight To Impact

8:00	Boosting Diversity in Procurement Breakfast: Powered by  Valeria Venturelli, Third -Party Risk Management (TPRM) Leader - Procurement Excellence, Solenis WIP Danielly Cortes, Global Director of Resins & Compounds, Stellantis WIP Irma Kopaliani, Global Procurement Manager, Klarna WIP
8:30	Registration:
9:00	Chairperson Welcome: Richard Beaumont, Industry Expert, Procurement Transformation Authority
9:10	Opening Keynote Interview: <u>Leading With Purpose</u>: My CPO Story – How To Lead As A Strategic Value Drive And Influence Business Impact • How to navigate the world of procurement in defence to ensure you are guaranteeing the levels of necessary risk mitigation/governance • How to take your experience from the private sector to overcome challenges operating in the public sector • How to position procurement as a core business function by aligning with strategic business decisions Thomas Holzapfel, Chief Procurement Officer, BWI GmbH
9:30	Keynote Presentation: <u>Powering Procurement Post PE-Deal</u>: How to Lead Strategic Procurement Transformation With New Rights & Duties • How to redefine rights and duties under PE ownership to build a foundation for governance, innovation, and agile procurement • How to prepare for Day 1 readiness and acceleration post-separation to prioritize value creation & rapidly operationalize procurement • How to switch to business partnering models to strengthen supplier partnerships Marie-Pierre Goyenette, Chief Procurement Officer, Opella
9:50	Keynote Panel: <u>Mastering Influence in Procurement</u>: How Can You Use Soft Skills to Lead Strategic Negotiations and Drive Business Value? • How can you enhance procurement's strategic influence by mastering executive communication and planning? • How have you leveraged soft skills to navigate complex negotiations to evolve your interactions with suppliers? • How do you approach a negotiation with a supplier who is not prepared for the negotiation? • How can you develop storytelling, business case pitching, and internal stakeholder engagement skills to drive greater business value?

	Danielly Cortes, Global Director of Resins & Compounds, Stellantis WIP Guillaume de Subercasaux, Head of Global Indirect Procurement, Schindler Katarzyna Lis, Chief Procurement Officer, Asahi Europe Valeria Venturelli, Third -Party Risk Management (TPRM) Leader - Procurement Excellence, Solenis WIP
10:20	Keynote Presentation: <u>Maximise Procurement's Influence:</u> How To Manage Internal Stakeholders To Elevate Procurement's Role In The Business • How to re-define your role to become a genuine partner for stakeholders and drive value • How to address challenges around a lack of alignment with internal stakeholders to create uniformity • How to ensure indirect is seen as a valued business function to overcome stakeholders' assumptions • How to foster a cost-conscious culture whilst addressing the needs of your stakeholders • How to create a cohesive feedback loop to allow for mutually beneficial communication and engagement with stakeholders Marika Lindstrom, Chief Procurement Officer, Keurig Dr Pepper
10:40	Networking & Coffee Break
11:20	Keynote Presentation: <u>Outsource To Outperform:</u> How To Leverage Procurement Outsourcing To Drive Business Value • How to assess the viability of outsourcing to ensure appropriate outsourcing and retain control where internal expertise is required • How best to outsource functions to reduce costs and free up internal resources • How to implement governance and performance monitoring to ensure accountability and continuous improvement Amit Chitanand, Global Procurement Director, Unilever
11:40	Keynote Panel: <u>Chart A Course For The Future:</u> What Have We Learnt From 2000 To Influence Actions For 2025 To Future Proof Your Business Till 2050 • How to reflect on the key procurement advancements and lessons learnt over the past 25 years to consolidate your knowledge base? • How to evaluate what procurement's role is in the business and how it will evolve to define your role? • What skills will remain as core priorities and what will become redundant for procurement functions in the ever-changing landscape? • How to identify the business-critical steps that procurement professionals must take now to drive future success? Heliana Romanelli, Global VP Procurement, Unilever Karolina Chudá, Head of Indirect & Talent Procurement, ExxonMobil Gustav Svensson, Corporate Chief Procurement Officer, Getinge Thomas Knoll, Senior Director, Head of European Procurement, Fujitsu

Drill Down Roundtables

12:10



1. Establish Shared Services Centres: How To Assess The “How, Where And Why” Of Creating A Shared Services Centre - **Martin Nozicka, Head of Regional Purchasing, Knorr Bremse**
2. Review Sourcing Markets In The Current Economic Environment: How To Assess Existing & Emerging Sourcing Markets And Leverage Macro Insights To Make Informed Procurement Decisions - **Paulo Costa, Global Procurement Director, Purever Industries**
3. Remember Proper Procurement Strategies: Understand How To Ensure Cost-savings Is At The Centre Of Procurement’s Expanded Responsibilities - **Richard Chiari, Global Lead Buyer, Semperit Group**
4. Achieve Win-Win Relationships With Your Suppliers: How To Balance Supplier Relationships With The Uncomfortable Conversations You Need To Be Having In The Current Economic Climate To Create A Win-Win Relationship - **Valeria Venturelli, Third -Party Risk Management (TPRM) Leader - Procurement Excellence, Solenis | WIP**
5. Integrating ESG Into Procurement: How To Build A Procurement Function That Executes ESG Goals - **Agnieszka Ginter, Global Procurement Manager, Philips Morris International**
6. Use Capex Procurement To Create Value: How to Align Capex Procurement with Business Strategies To Unlock Growth - **Javier Torrijos Cuesta, Head of Procurement, Statkraft**
7. Integration Of The Right Talent: How To Source And Integrate The Right Talent Into Your Organisation Without Disrupting Ongoing Projects And Deliverables – **Owen Evans, Head of Procurement, Pets at Home**



1. Procurement & IT Collaboration: How To Work Together Towards Shared Goals To Ensure Collaboration Between IT Procurement and IT Stakeholders - **Minna Metsälä, Director of IT Sourcing & Partner Management, Wärtsilä**
2. Simplifying Telecom Spend: How To Navigate The Complexity Of Telecom Spend To Manage Your Vendor Ecosphere - **Marcin Musolf, Global Category Director, Getinge**
3. Navigate Software Negotiations: How To Consider Cost, Compliance & Risk Management To Master Software Negotiations

13:10 Networking & Lunch

Empowering Change To Drive Value

14:10	Keynote Panel: <u>DE&I As A Value Driver</u>: How Can You Empower Diversity to Unlock Strategic, Creative, and Cultural Value? • How is the procurement industry addressing the aspirations of diverse individuals to develop in leadership roles? • How does a diversity focus tie into your wider company strategy? • What cross-cultural differences exist in your organisations and how do you overcome these through programmes to facilitate cross-cultural collaboration & creativity? • How does the change in the American administration's policy towards diversity impact the perceived value of diversity? Farida Ismayilova, Director of Sourcing, Mediq Moderator: Cristina Sangiorgi, Customer Learning Hub Leader, Sky WIP
14:40	Keynote Closing Presentation: <u>AI Meets Talent Strategy</u>: How To Integrate AI To Solve Labour Shortages And Empower Top Talent • How to leverage AI as a part of your talent strategy to overcome shortages in the workforce • How to utilize AI to create a workplace that attracts and retains skilled workers by reducing burnout and boosting job satisfaction • How to establish accurate reporting tools to track usage of AI tools to ensure appropriate implementation Nina Bomberg, Chief Procurement Officer, Hamburger Energiewerke
15:00	Plenary Oxford Style Debate: "Lowest Cost Should Always Be the Primary Factor in Procurement Decisions." FOR: Cost equals competitiveness: Lower prices boost margins and market edge Bottom-line impact: Savings remain a key performance metric Stronger leverage: Bigger volumes at lower cost strengthen supplier power Fast, flexible sourcing: Cost-first frees capital for agility AGAINST: Price isn't value: Cheap now can cost more later Relationships matter: Collaboration beats penny-pinching Ethics at risk: Low cost often means low standards Resilience over savings: Reliable supply trumps cheap deals For: Javier Caravantes, Procurement Director, Parques Reunidos Against: Lukasz Stolarski, Senior Strategic Sourcing Manager, Viasat
15:30	Chair's & Content Director's Closing Remarks
15:35	End of ProcureCon Europe 2025 – See you next year!

