

Procurement and Supply Management Excellence Program (PSM-EP)

PSM Excellence: Shaping the Next Generation of Procurement

“The future of procurement starts here.

Through the PSM Excellence Program, HUND – together with our partners IPG and Wogas – is setting new, practical and strategic standards in procurement education, supporting digitalization, sustainability, growth and resilient supply chains. This program will help our members and the wider procurement community grow their skills through

a proven education portfolio.”

Mirela Senica, President of HUND



The future of procurement starts here

The Croatian economy and beyond is in the midst of a phase of profound transformation. Digitalization, sustainability, intensive growth and increasing demands on the resilience of supply chains shape the everyday work of procurement organizations.

With the **PSM Excellence Program**, HUND, together with its partners **IPG** and **Wogas**, is setting new standards for continuing education in procurement – practical, strategic, and future-oriented.

What makes HUND PSM Excellence Program unique?

- Internationally recognized, locally relevant
- Practical instead of theoretical
- Recognized certificate with value in the job market
- Modular & flexible upskilling journey
- Individual skill development coaching
- Alumni network



Procurement and Supply Management Excellence Program (PSM-EP)

Transformation of the procurement role

- Procurement is evolving **from cost manager to value-added partner**.
- The drivers are **digitalization, sustainability (ESG)**, and a **volatile market environment**.
- Procurement organizations are increasingly taking on the **role of risk managers** (supply chain uncertainty, ESG requirements).

What are the specific learning objectives of PSM-EP?

The training program has a **directly measurable benefit** for participants and their organizations. Learning objectives include:

- Building **strategic skills** that measurably advance procurement and the company.
- Mastering **digital tools and analytics** to enable data-driven decisions.
- Developing **negotiating power and supplier management** to secure competitive advantages.
- Competence in **change management** to successfully shape transformation.
- Enabling **sustainable procurement** to meet regulatory and social expectations.

Why should you participate?

Procurement is undergoing a transformation: **from cost manager to strategic value creation partner**. Today, companies expect procurement organizations not only to optimize prices and costs, but above all **to actively create value and manage risk** in an increasingly volatile world. Digitalization, ESG requirements, and geopolitical uncertainties have fundamentally changed the role of procurement.

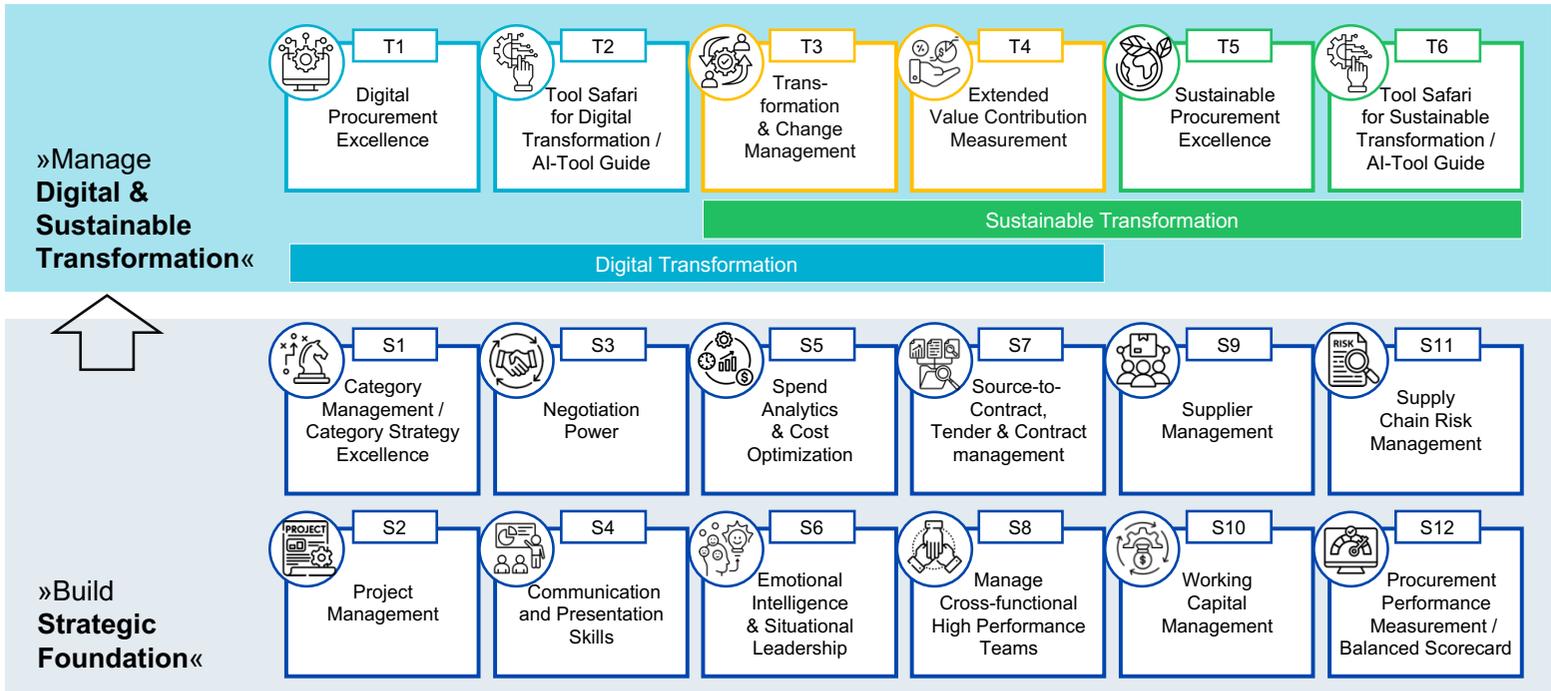
By participating in the PSM-EP, you will acquire the skills to actively shape this change – from **strategic management** and **digital transformation** to **sustainable supply chains**.

An investment in the future of your procurement

With its **Procurement and Supply Management Excellence Program**, HUND prepares its members and partners for the challenges ahead. Whether it's digitalization, sustainability, or new forms of collaboration, PSM-EP imparts practical knowledge, strengthens the career paths of purchasers, and increases the competitiveness of companies.

Procurement and Supply Management Excellence Program (PSM-EP)

Addressing today's core procurement challenges



The program is broadly based to cover all facets of modern procurement. The main topics are:

- **Strategy fundamentals:** category management, spend analytics, cost optimization, working capital management negotiation.
- **Digital transformation:** digital procurement, AI tools, source-to-contract, performance measurement.
- **Sustainability:** sustainable procurement, supply chain risk management,.
- **Leadership & Soft Skills:** Change Management, High-Performance Teams, Communication, Emotional Intelligence.

Formats:

- **1-day seminars** – compact knowledge on a specific topic.
- **2-day masterclasses** – in-depth examination of strategic topics, practice-oriented with individual use cases.

Register now, secure your expertise, and become part of the PSM-EP alumni network – *First come, first served!*

- Contact us for details about upcoming sessions and registration

**Go to online
registration**

**REGISTER
NOW**

<https://swiss-ipg.com/en/psm-ep>

Procurement and Supply Management Excellence Program (PSM-EP)

Fall 2025 classes

Masterclass "Build Strategic Foundation" (2 days)

- Topics: Category Management, Spend Analytics & Cost Optimization, Negotiating Power
- Dates: October 30 and November 26, 2025
- Price: €1,000 per participant (15% discount for HUND members)

Seminar "Manage Digital & Sustainable Transformation" (1 day)

- Topics: Digital Procurement Excellence, Transformation & Change Management
- Date: November 27, 2025
- Price: €500 per participant (10% discount for HUND members)

Buy a «ticket» for any PSM-EP training module (T1–6, S1-12)

- The conference bundle: 10 % discount for the 20. HUND conference attendee for any PSM-EP training module valid six months.
- Additional: Group discounts for companies and a conference discount for participants of the 20th HUND Annual Conference.

Who should participate?

The program is aimed at **strategically oriented procurement managers** in companies, including:

- Procurement managers and senior procurement managers
- Category managers and procurement strategists
- Sustainability and digitalization managers
- Transformation and supply chain executives

In short: Anyone who sees procurement as a strategic value driver in their company and wants to make their organization fit for the future belongs in the PSM-EP.

All training sessions are conducted in English.

Register now, secure your expertise, and become part of the PSM-EP alumni network – *First come, first served!*

- Contact for questions and registration
- Information on training scope, schedules, discounts and certificate benefits

Go to online
registration

**REGISTER
NOW**

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Procurement and Supply Management
 Excellence Program (PSM-EP)

Masterclass

Build Strategic Foundation

October 30 and November 26, 2025



S1
 Category Management /
 Category Strategy
 Excellence

1 **Category strategy development and leverage overview**

- ›10 steps of strategy development & implementation
- ›The 40 strategies from IPG

2 **Procurement market & portfolio analysis**

- ›Procedure & sources for market research & spend analysis
- ›Methodes for portfolio analysis



S5
 Spend Analytics
 & Cost
 Optimization

3 **Category strategy value added levers**

- ›Value creation in key categories: focus on specifications and demand, and supply market and power levers

4 **Spend Analysis – From insights to Strategy**

- ›Anatomy of spend analysis & System design
- ›Translating insights into actionable strategies



S10
 Working Capital
 Management

5 **Cost Optimization**

- ›Key Procurement Areas and Optimization Initiatives
- ›Optimization Framework
- ›Measuring Business Impact

6 **Working Capital Management**

- ›How Procurement Drives Financial Performances
- ›Tools and Levers for Working Capital Optimization in Procurement



S3
 Negotiation
 Power

7 **Negotiation strategy – The framework**

- ›Core strategies and tactics, key success factors
- ›Negotiation types and strategic positioning

8 **Negotiation Preparation and Execution**

- ›Developing strategy and setting goals
- ›The negotiation matrix – linking topics, levers & strategy

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- Location: Green Gold Wespa Connect room
- Time: 9:00 AM – 4:00 PM

Go to online registration



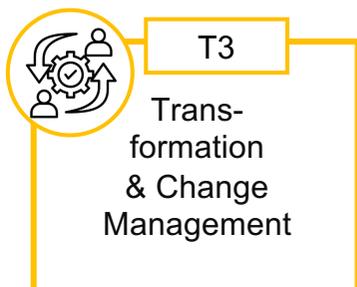
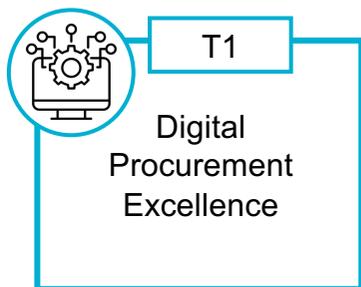
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Procurement and Supply Management
 Excellence Program (PSM-EP)

Masterclass

Manage Digital and Sustainable Transformation

November 26, 2025



1 Digital procurement of the future – an introduction

- ›The digital process house
- ›Framework concept
- ›Pulse check results

2 Business Intelligence and data management

- ›Status of digitalization
- ›Digital process management and use of AI
- ›Overview of tool patterns

3 Digital tools for increasing efficiency in purchasing

- ›Beyond eProcurement - a practical guide to digital tools
- ›Role 1: Transaction champion
- ›Role 2: Category Efficiency lider

4 Digital tools for internal and external collaboration

- ›Role 1: Supplier and SC control tower - tools and examples
- ›Role 2: Sustainability Manager – tools and examples

6 Realigning your own organization

- ›Ambidexterity as a target
- ›How to develop your purchasing organization?
- ›Skill set and core competencies

6 Define your own digitalization roadmap

- ›TWIN transformation as a model
- ›What role(s) should purchasing fill?
- ›Required skills & competencies

Why should you participate?

- Participants will gain a clear understanding of category strategy and key value levers through market and spend analysis, learning how to optimize costs, manage working capital, and leas effective negotiation.
- Participants will explore how digital tools transform procurement and how to apply the TWIN model for successful organizational change.

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Procurement and Supply Management Excellence Program (PSM-EP)

Who are your trainers

The PSM Excellence Program is led by internationally experienced and recognized trainers and conducted in person.



Carsten Vollrath
IPG PARTNERS GROUP

Expert in the transformation of procurement and SCM

- › Carsten Vollrath has over 30 years of industry and consulting experience. His consulting services focus on programs for the strategic transformation of purchasing organizations in close combination with accompanying operational programs for cost reduction, efficiency enhancement, and quality improvement.
- › Carsten is a long-standing strategic partner of purchasing associations in German-speaking countries and works as a lecturer and learning coach in various training programs.
- › He has a large international network of renowned experts and industry associations for procurement and supply chain management.



Helena Popović Petrušić
Wogas d.o.o.

Business innovator & Authority in Procurement and SCM

- › Helena Popović Petrušić is an experienced leader with over 20 years in managing internationally active mid-sized companies, a head lecturer and author of several publications on operations, procurement and supply chain topics.
- › She co-authored the first recognized procurement and supply chain upskilling program and created the Intelligent Procurement model, merging process optimization with digital transformation.
- › A founder Wogas and recognized lecturer and author, she brings practical insights and innovative approaches to procurement and supply chain management.

About IPG: The TWIN Transformers

IPG is an internationally recognized thought and do factory for innovation, performance and growth. IPG stands for value creation through exponential business transformation in accelerated business environments. It is a thought leader in procurement and supply chain excellence and accompanies many companies in the holistic transformation of their supply chains from the vision to the measurable implementation and realization of cost savings.

Taking a holistic approach, IPG synchronizes the creation of unique strategies and business models with innovative methods for performance maximization. IPG offers clients exclusive access to leading research facilities and recognized, handpicked experts through its global innovative leaders' network. By means of open innovation, it significantly increases the quality and speed of clients' value-adding potential.

www.swiss-ipg.com

About Wogas: Procurement & Supply Chain Management Consulting – building capacity for value delivery

Founded on extensive experience, Wogas is center of expertise bringing leading-edge knowledge and solutions in building cohesive, agile and resilient supply chains. Wogas believes that developing sustainable competitive advantage hinges on advanced knowledge, continuous improvement in cost and process efficiency, a transparent and ethical business climate, as on fostering innovation and strategic collaboration. With its structured approach in consulting, Wogas addresses key challenges and support organizational goals with effective strategies aimed to transforming procurement and supply chain function into dynamic, data-driven, and forward-looking operations. Wogas Intelligent Procurement concept merges process optimization with digital transformation and fosters a culture of continuous improvement and employee skill development.

www.wogas.hr

Procurement and Supply Management Excellence Program (PSM-EP)

In a recent interview about the Procurement and Supply Management (PSM-EP), representatives of HUND, IPG PARTNERS GROUP, and WOGAS shared their views on the program's goals, collaboration, and international outlook.

As Mirela Senica, President of HUND, emphasized that the association's mission is to guide purchasing professionals in Croatia through the transformation driven by digitalization, sustainability, and the growing need for strategic development. "With the PSM-EP, we are creating a systematic training platform that is based on international standards while also taking into account the specific characteristics of our market. The PSM-EP is designed as an ongoing development journey that goes beyond traditional training. Through follow-up sessions, mentoring, and peer learning, participants continue to grow and apply new insights. Pilot projects and implementation initiatives ensure that the knowledge gained delivers measurable impact in everyday business" she said.



Mirela Senica, President of HUND

Carsten Vollrath, Managing Partner of IPG Partners Group, explained that the program reflects IPG's holistic approach to transformation. "Digitalization and sustainability represent a twin transformation. With HUND and WOGAS, we have strong partners who ensure local anchoring. Together, we combine international expertise and local insight, enabling participants to apply practical knowledge directly in their companies," he noted.

Helena Popović Petrušić, Owner of WOGAS, highlighted the program's ambition to turn procurement professionals into active shapers of the future. "Our goal is for participants to see themselves as strategic enablers within their companies, driving change and long-term value creation."

The partners share a common vision: to raise procurement in Croatia to a new professional level and empower companies to master transformation — digitally, sustainably, and strategically.