

SUPPLIER DIVERSITY PROGRAM IMPLEMENTATION AND MANAGEMENT EXPERTISE

Aaron R. Plush is an innovator and leader in Supplier Diversity. He designs and implements hugely successful supplier diversity programs. At Citrix, Aaron fueled a 100% increase in diverse supplier utilization and more than \$30 million spend with diverse-owned companies.

Leveraging a decade of experience in supplier and workforce management, Aaron initiated the identification, classification, utilization and tracking of spend and contracting opportunities with businesses and diverse supply sources owned by Minorities, Women, Veterans, Disabled Veterans, LGBTQIA+, and in HUB Zones. He serves as a significant advocate for Supplier Diversity.



Statistics : Supplier.io, 2022



**AARON R.
PLUSH**

Citrix, a multinational tech corporation, tasked Aaron with building from the ground up a Supplier Diversity structure that is a model for the industry. He developed the global Supplier Value Optimization (SVO) program, with its primary concentration on Supplier Diversity (SD). SVO incorporated Supplier Relationship Management (SRM), Supplier Compliance & Risk Management (SCRM), and Corporate Social Responsibility along with Sustainability.

BUILDING SUPPLIER DIVERSITY FROM THE GROUND UP

Starting with a blank slate, Aaron spearheaded the move to supplier diversity by establishing a network of internal business partners, Tier 1 suppliers, key stakeholders, procurement team members, and external organizations. He implemented the company-wide use of ConnXus/Coupa and Sievo Supplier Diversity tools.

Aaron launched the inaugural Interactive Supplier Diversity Fair (ISDF) to provide opportunity for diverse suppliers to market their products and services.



SUPPLIER DIVERSITY

METHODS AND RESULTS

“
PROMOTING
SUPPLIER
DIVERSITY IS
NOT ABOUT
COMPROMISING
ON QUALITY
AND
PERFORMANCE.
IT IS ABOUT
BUILDING
NETWORKS AND
RELATIONSHIPS
THAT PRODUCE
QUALIFIED
SOURCES THAT
CREATE
OPPORTUNITY
FOR DIVERSE-
OWNED FIRMS.
”



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SUPPLIER DIVERSITY PROGRAMS ARE GOOD BUSINESS.

Supplier diversity is a business imperative. It both makes sense and is the right thing to do. Diverse-owned businesses range in size from a few employees to large national companies. The common characteristics are that they are owned by a member of an under-represented group, they are not as widely known, and are eager to compete on value and performance.

This promotes **big wins** for both the company and diverse suppliers.

METHODOLOGY

Supplier diversity does not happen on its own. Successful supplier diversity programs require a leader who is an advocate and relentless networker in the diversity space. Aaron forged deep connections within the diverse-owner community, both personally and as a corporate partner.

CORPORATE DIVERSITY MEMBERSHIPS AND PARTNERSHIPS

Disability: IN
National Gay Lesbian Chamber of Commerce (NGLCC)
National Minority Supplier Development Council (NMSDC)
Women Business Enterprise National Council (WBENC)
National Veteran Business Development Council (NVBDC)
tech:SCALE - A Supplier Diversity Technology Industry Group



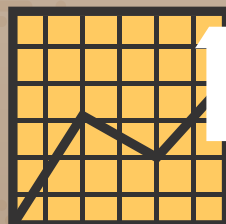
By networking and partnering with national diverse-focused business organizations, Aaron onboarded these two best-in-class suppliers, along with many others.



This value-driven, black- and woman-owned third-party payrolling company beat the competition in both price and service offerings. The SVO program yielded a world-class, diverse partner that made big business sense.



Aaron's supplier diversity program identified a largely unknown company with top-shelf quality. Woman-owned Productfy was onboarded for video production. It quickly became a valued part of the Citrix ecosystem.



100%
INCREASE IN
SUPPLIER DIVERSITY

\$30

MILLION DOLLARS
SPENT WITH
DIVERSE SUPPLIERS