

Session Code: TG

MEANINGFUL INVOLVEMENT IN SERVICES PURCHASING

Mary D. Lewis, MA, MBA
Sourcing Manager, Supply Chain Management
Sprint Nextel Corporation

Dave McMinn
Vice President, Operations
Manage Mobility

With almost 100-percent market saturation, wireless telecom services have become commoditized in the past decade. Toss out conventional commodity management principles, though, because rapid changes in technology, intricacies of privacy laws, complicated licensing structures and accountability of up to thousands of assets have increased the complexity of this sourcing category. In this fast-paced session, you'll discover strategies for managing the sourcing-to-decommissioning life cycle of wireless assets, as well as for purchasing the telecom services that are delivered by fiercely competitive carriers. Join us and learn about:

- An overview of the wireless industry marketplace and the players in it
- The four key elements that comprise the life cycle of all wireless assets
- How to compare carrier solutions using "apples-to-apples" attributes
- How to translate client requirements and determine the wireless solution that's right for your business and the people who run it
- Licensing considerations for cloud-based services
- Performance-based measures that should be negotiated in advance
- Environmental and social responsibility questions you should be asking your carrier and why they make a difference
- How to stay current with technology — without breaking the bank
- What it takes to prevent your IP from walking out the door when an employee leaves

Mary D. Lewis, MA, MBA, has been with Sprint Nextel Corporation for 30 years in executive, management and subject-matter expert positions. She has extensive experience in sourcing, negotiating and managing complex equipment, software and services procurement agreements with strategic suppliers. She currently works in Sprint's Procurement & Real Estate organization as a sourcing manager, with a dual focus of greening Sprint's supply chain and advancing the skill level of the organization's sourcing professionals.

In addition to negotiating on behalf of Sprint since 1994, for the past 12 years Lewis has taught over a thousand people how to bring out their inner negotiator through her popular seminars and full-day workshops in sourcing, negotiating, contract management,

competitive analysis, alternative dispute resolution and scope of services development. A former graduate-level university adjunct, Lewis delivers seminars within Sprint as well as throughout the country for universities, nonprofits, companies and professional organizations.

Lewis received a B.A. from Penn State University, an MA from Webster University, Kansas City, Missouri, and an Executive MBA from Rockhurst University, Kansas City, Missouri. She is a member of ISM (Kansas City Chapter), Toastmasters International, and she is an editorial review board member for ISM's *eSide Supply Management*. Her civic involvement currently includes board membership in two Kansas City-area not-for-profit organizations.

Dave McMinn started his career in the retail auto parts industry, in which he held a variety of positions from operating stores to managing merchandising departments. His executive experience includes holding vice president of sourcing positions at Office Depot, Office Max, and Unisource Worldwide. He was instrumental in leading the office supply industry in product development, store development and SKU rationalization. At Unisource Worldwide, McMinn built a new centralized sourcing department, rationalized 400,000 SKUs and 4,000 suppliers. He joined Manage Mobility in 2006, as partner and vice president of operations, and has helped build the company into an industry leader with innovative solutions for the wireless/wireline telecom marketplace. McMinn, born and raised in Scottsdale, Arizona, holds a B.S. in Business Administration from Alameda University. He has been an instructor/coach of several Dale Carnegie courses, and is a graduate of both Babson College and Northwestern Executive Business Management programs.