

Session Code: UC

DEVELOPING A GREAT SERVICES RFP

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This general session will explore the strategic decision of when to compete, rather than collaboratively negotiate, key services requirements. It will include discussion on: ways to generate supplier enthusiasm; strengths and weaknesses of various competitive approaches; key RFP mistakes that reduce competition; five RFP strategies to achieve maximum results; and 10 characteristics of a great services RFP. Participants will take away tips and techniques that will improve the effectiveness of their future RFP initiatives.

Mark Trowbridge, CPSM, C.P.M., MCIPS, has 28 years of experience in procurement including corporate positions in the manufacturing, financial and transportation sectors, eventually serving as director of sourcing and contracting management for Bank of America, achieving US \$250 million in cost reductions.

For the last 13 years, Trowbridge has also experienced success in supply chain consulting. During his consulting tenure, he has assisted clients in capturing several hundred-millions of dollars in cost reductions. He co-founded Strategic Procurement Solutions, LLC in 1999.

Mr. Trowbridge holds a bachelor's degree in business administration from Pepperdine University. He earned his Lifetime C.P.M. (2003), CPSM® (2008) and MCIPS (2011). He is an active member of the ISM, NCMA and CIPS.

He has been a keynote presenter for conferences and corporate events throughout North America, Europe, Asia and the Middle East. His writings have been featured in publications like *Supply Chain Management Review*, ISM's *eSide Supply Management* and *Inside Supply Management*®.