













Sourcing creativity and innovation

The Sourcing Forum is an exclusive community for client-side marketing procurement leaders. This gathering will take place as a part of WFA's Global Marketer Week. In this session, the group will share on how marketing procurement teams enable creativity and innovation, whilst ensuring the right investment is being made, at the right time, with the right partner(s). The session will be held under the Chatham House rule.

When: Wednesday May 15, 9am – 4pm EST
Where: Salon C, 2nd Floor, Park Hyatt, 4 Avenue Rd, Toronto, ON M5R 2E8
Questions/register: events@wfanet.org

Registered attendees include

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|  Steve Lee, Manager, Procurement Integration, Aritzia |  Liz Merrilees Emlay, Global Director Marketing Planning, HP Inc. |
|  Kimberly DeCamp, NPR Buyer, Marketing and Commercial, Campari |  Usman Javed, Procurement Manager, Just Eat |
|  Sveta Desai, VP Global Marketing – Customer Procurement, Diageo |  Manlio Tognoni, Head Group Indirect Procurement, Lindt & Sprüngli |
|  Jocelyne Flores, Global Strategic Sourcing Manager, Electronic Arts |  Nicoletta Stefou, Director, Global Strategic Sourcing Services – Marketing, McDonald's |
|  Lori Pengelley, Director of Contracts and Procurement, Four Seasons Hotels and Resorts |  Kosse Valest, Category Manager Marketing Procurement, Telus |
|  Bibi Ramnauth, Country Manager, Indirect – Marketing, Events, Sales, IT, Supply Chain/Ops, Galderma |  Dana Kleiser, Sr. Manager, Indirect Procurement, The Hershey Company |



Note: All WFA benchmarks, survey results, agendas and minutes are reviewed by K&S Law, our competition lawyers. See WFA's [Competition law compliance policy](#)

Sourcing Forum

Wednesday May 15, 9am – 4pm EST Park Hyatt, Toronto

Agenda

- 9am** **Registration and WFA welcome.** Intro from **Stephan Loerke, CEO, WFA** reflecting on the marketing procurement journey so far and how teams have evolved into essential business partners.
- Setting and delivering targets in marketing procurement.** **Tracy Allery, Global Category Leader, IBM**, will take the group through some of the key highlights from [WFA's recent work](#) and share her perspectives.
- Sourcing GenAI:** **Ramzi Chaabane, Global Category Manager for eCommerce & Emerging Platforms, L'Oréal**, will share how his team has played a pivotal role in sourcing innovative technology such as GenAI, acting as advisors to support strategic investment decisions, whilst establishing essential frameworks to safeguard the brand from potential risks. Followed by Q&A.
- Sourcing influencer marketing:** **Margarida De Las Cuevas Marques, Strategic Sourcing Manager – Digital Marketing Experience, Unilever** will draw back the curtain on their recent influencer marketing initiative to evolve how influencers are now being sourced and managed globally; repositioning procurement as co-managers of the investment with their marketing colleagues. Followed by Q&A.
- 11.30am** **Workshop: Procurement as the 'make it happen' function.** Participants will split into groups to explore how marketing sourcing can become greater enablers of creativity and innovation, paving the way for their organisation to be a better brand, and strengthening their position as the 'make it happen' function. Workstreams to include:
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| From buying better to allocating better and how to support the business make the most effective investments. Hosted by Jose Gonzalo Bisquerra Mora, VP Marketing, Sales and Technology Global Procurement, Haleon | Elevating marketing procurement's digital expertise and keeping up with increasing creativity and innovation requests. Hosted by Liliya Rechitsky, Senior Director of Procurement, Best Buy | Compensation models of the future and how to reward creativity. Hosted by WFA. |
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- 1pm** **Leadership lunch**
- 2-4pm** **A guide to supplier diversity:** **WFA** to share the key highlights of their upcoming guide on supplier diversity – a voluntary step-by-step 'how to' for marketing procurement teams who want to diversify their supplier base and practice inclusive procurement.
- Workshop: Bias in procurement.** Facilitated by **Creative Equals**, this workshop will offer members to pause and reflect on the institutional biases within marketing procurement. Attendees will explore the repercussions these biases have on agency selection decisions and consider how to address and mitigate bias in sourcing processes going forward.
- 7pm** **VIP Sourcing Forum dinner**
Invite-only, contact Alice a.tomlinson@wfanet.org for details.