

# Supplier Diversity

“IT’S GOOD BUSINESS”

“OUR GOAL AS AN ORGANIZATION is not only to be ‘best in class,’ but also to create a supplier diversity program that is recognized as ‘world class’ in the larger business community,” Marcia English-Daniels, Supplier Diversity Program Manager-Small Business Liaison Officer explains.

Simply put, supplier diversity programs endeavor to increase the number of minority-owned businesses that supply goods and services to our nation’s corporations. Initially driven by government mandates, supplier diversity has become a business essential. The fact is, world class procurement organizations now find that working with diverse suppliers is clearly good business.

“At Dresser-Rand, we recognize the value of a diverse supplier base and the positive impact it has on our company and the community as a whole,” says Marcia.

Because Dresser-Rand understands the value of supplier diversity, it has established a program to connect with diverse businesses. Program administrators work to make sure that a variety of suppliers are afforded an opportunity to work with Dresser-Rand. This includes minority- and veteran-owned, small and small disadvantaged, and historically underutilized business (HUB) zone businesses.

In her position, Marcia is responsible for broadening Dresser-Rand’s efforts with companies owned by these groups. She meets with company purchasing managers as well as with buyers to uncover opportunities to source from diverse suppliers, and she monitors their progress.

Dresser-Rand has successfully located diverse suppliers through a number of avenues including tradeshows, conferences and networking events. “We attend conferences

where we sit down with various minority suppliers who give us their company overview,” Marcia explains. Her job also entails a lot of networking with her counterparts in other companies. “You have to build a network – that’s critical,” she adds.

Another important component of the program is tracking and reporting Dresser-Rand’s supplier diversity achievements to the federal government and to key commercial clients.

“Many of our clients are significant suppliers to the U.S. government and are contractually required to acquire a portion of their goods and services from minority suppliers. By developing our own network of these suppliers, we can help clients meet their procurement targets or make an effort to do so through a robust Second Tier program. And if Dresser-Rand has a strong supplier diversity program, it can give us an edge over the competition in many instances,” adds Marcia.

Dresser-Rand’s supplier diversity program is also a key component of the company’s overall supply chain management (SCM) strategy. “Strategically, we want to align ourselves with best-in-class suppliers and we want to make sure we have a diverse supplier make-up,” says Marcia.

Ken Marcia, Dresser-Rand’s vice president of Supply Chain Management & Process Innovation, adds, “As Dresser-Rand seeks to build stronger relationships with clients, so is SCM working to create closer, more enduring relationships with suppliers. We do this by identifying suppliers that can strengthen our supply chain.”

For Dresser-Rand, supplier diversity provides a great opportunity to develop innovative, high-quality, cost-effective business solutions for its clients. ■