

The background of the slide is a photograph of three hikers silhouetted against a bright, orange, and yellow sunset sky. They are climbing a rocky mountain peak. The hiker in the foreground is reaching up, while the others are further up the slope. The overall mood is one of achievement and teamwork.

# We Empower Procurement

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# Hello & Welcome!

**Marijn Overvest**

Founder, *Procurement Tactics*



- **15+ years of procurement experience** mainly in FMCG (Ahold Delhaize & Friesland Campina)
- **Led €500M+ a-brand deals** like Heinz and Unilever, but also sourced private label SKU's for 5+ years
- **Trained over 200 procurement & sales teams** worldwide
- **Expert in negotiation, sustainability, and retailer-supplier collaborations**
- **Father of twins** who likes to cycle and run while not working (if there is time....)



**My passion is to upskill people,  
and I started Procurement  
Tactics out of love for the art  
of Procurement...**

Procurement  
Tactics **empowers**  
**procurement**  
by providing an **all-  
in-one** learning  
experience platform  
aligned to our core  
methodology



# 20 World-Class Certificate Programs



## Negotiation Course for Procurement

Learn from industry experts who negotiated billion \$ deals



## Procurement Strategy Course

Take the lead with our proven 5-step procurement strategy



## Sustainable Procurement Course

Maintain profitability while moving toward sustainability



## Artificial Intelligence in Procurement Course

Unleash the power of AI within procurement



## Junior Procurement Management Course

Learn how to execute the perfect procurement process



## Mini-MBA for Procurement Managers

Enhance your expertise to make valuable strategic contributions



## Strategic Procurement Leadership Program

Future-Proof Your Procurement Leadership Skills



## Soft Skills for Procurement

Boost interpersonal skills for impactful procurement roles



## Supplier Relationship Management Course

Establish strong supplier collaborations



## Category Management in Procurement

Advanced category management in procurement



## Cultural Impact on Negotiations

Global Negotiation Skills: Cultures explored



## Risk Management in Procurement

Transform risks into opportunities



## Value Chain Analysis

Strategic Value Chain optimization



## Spend Analysis Course

In-depth Analysis: Uncover potential savings



## Gen Z & Generational Management in Procurement

Navigate the complexities of a multigenerational workforce



## AI Course for Procurement Leaders

Lead and integrate seamless AI adoption within your procurement team



## Contract Management Course

Learn the essentials of contract management



## Innovation Course for Procurement Teams

Unlock creative solutions to enhance strategies



## Supply Chain for Procurement Professionals

Master supply chain optimization for seamless procurement.



## Internal Stakeholder Management Course

Build stronger relationships that make procurement easier.

# Organizations That Trust Us

*Meet some of our learners*



**Aol.**



Allianz 



**TRAVEL+  
LEISURE**



**TATA** CHEMICALS





**Today I am here to share more on  
forces that shape procurement in  
2025 and onwards...**

**But first...**



**"What challenges do you encounter while working in (or with) procurement?"**

Let me know your thoughts!



Five years of  
continuous  
disruptions

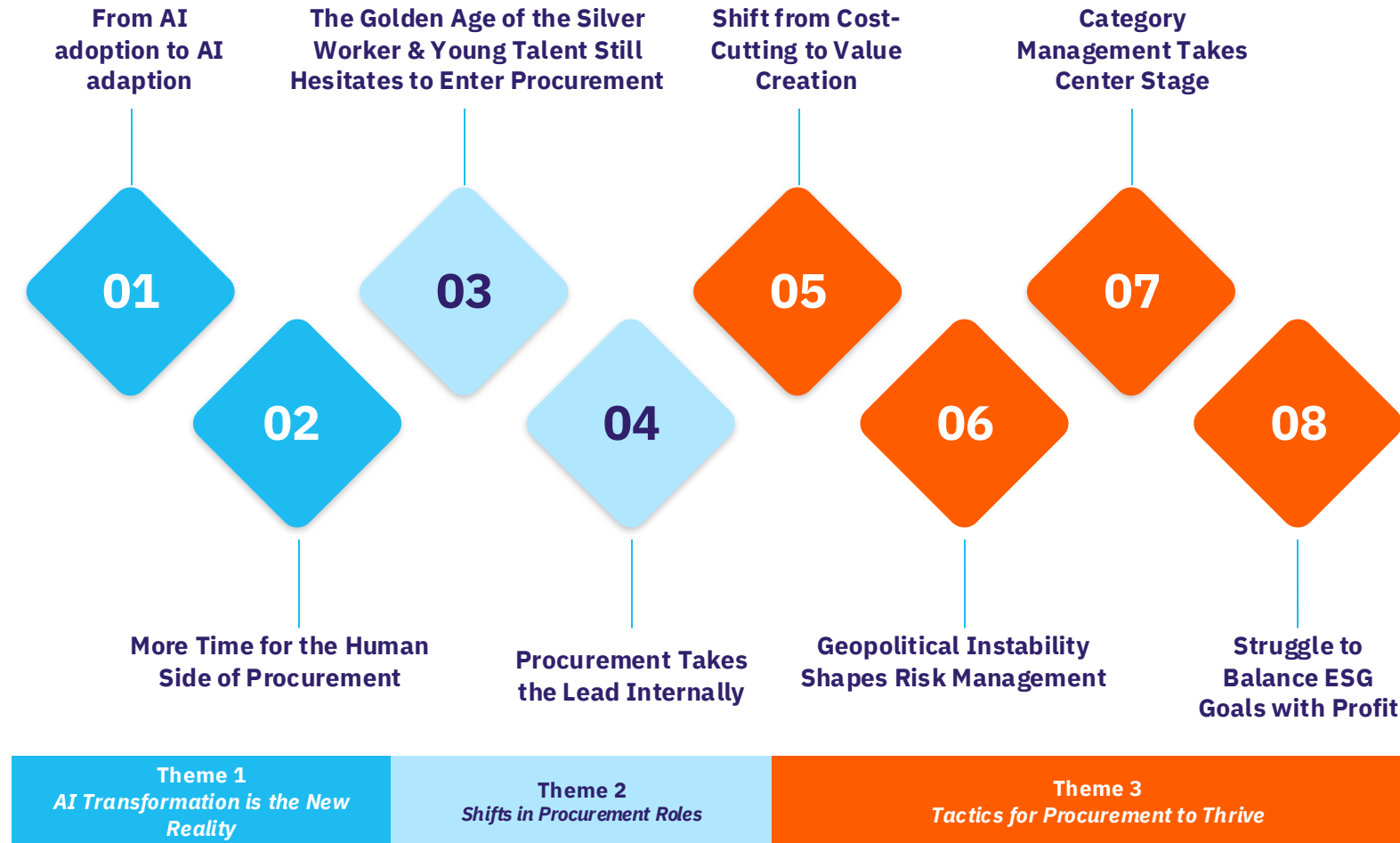
*Introduction - Dynatos x PT*

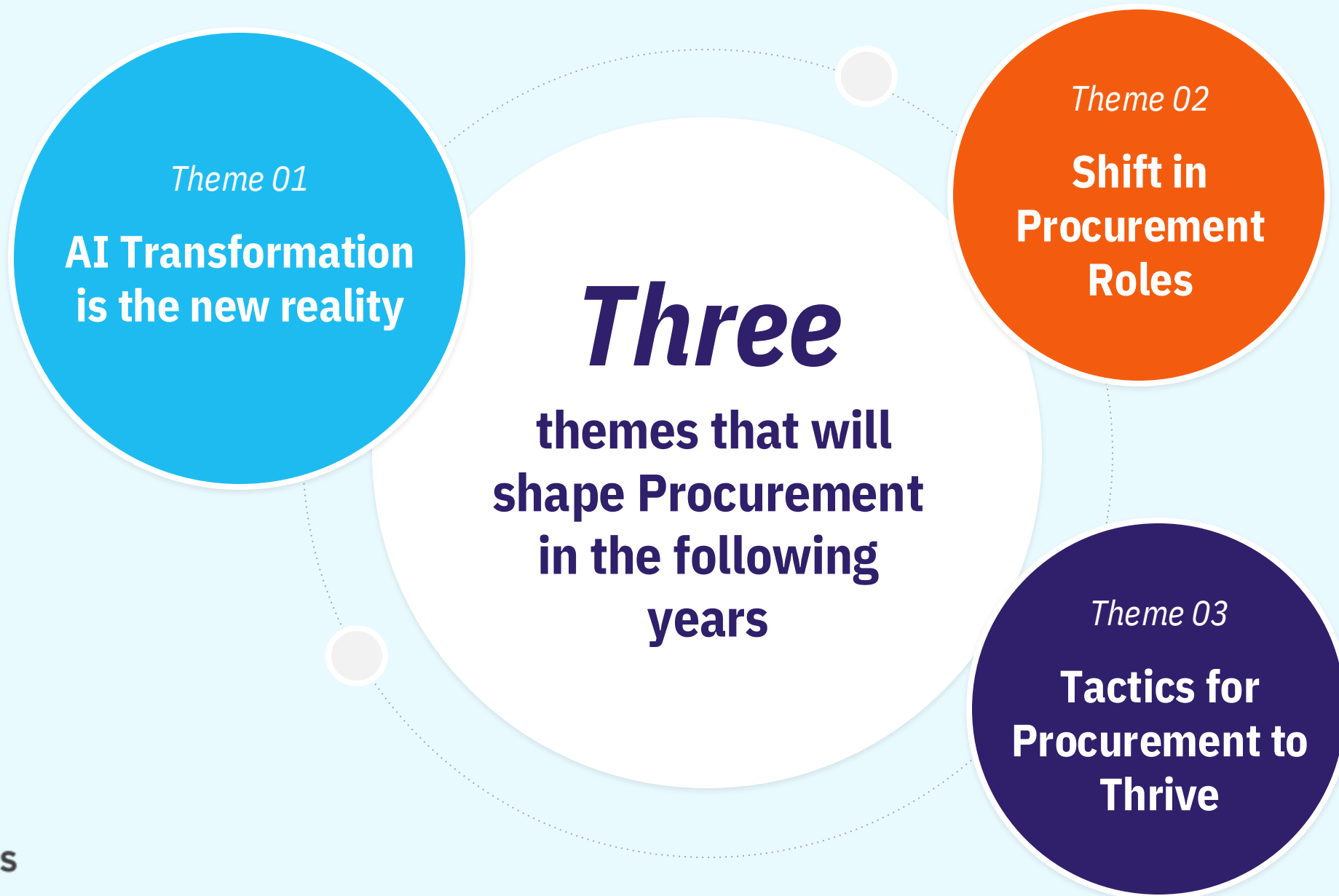
# What's happening in the world of procurement?

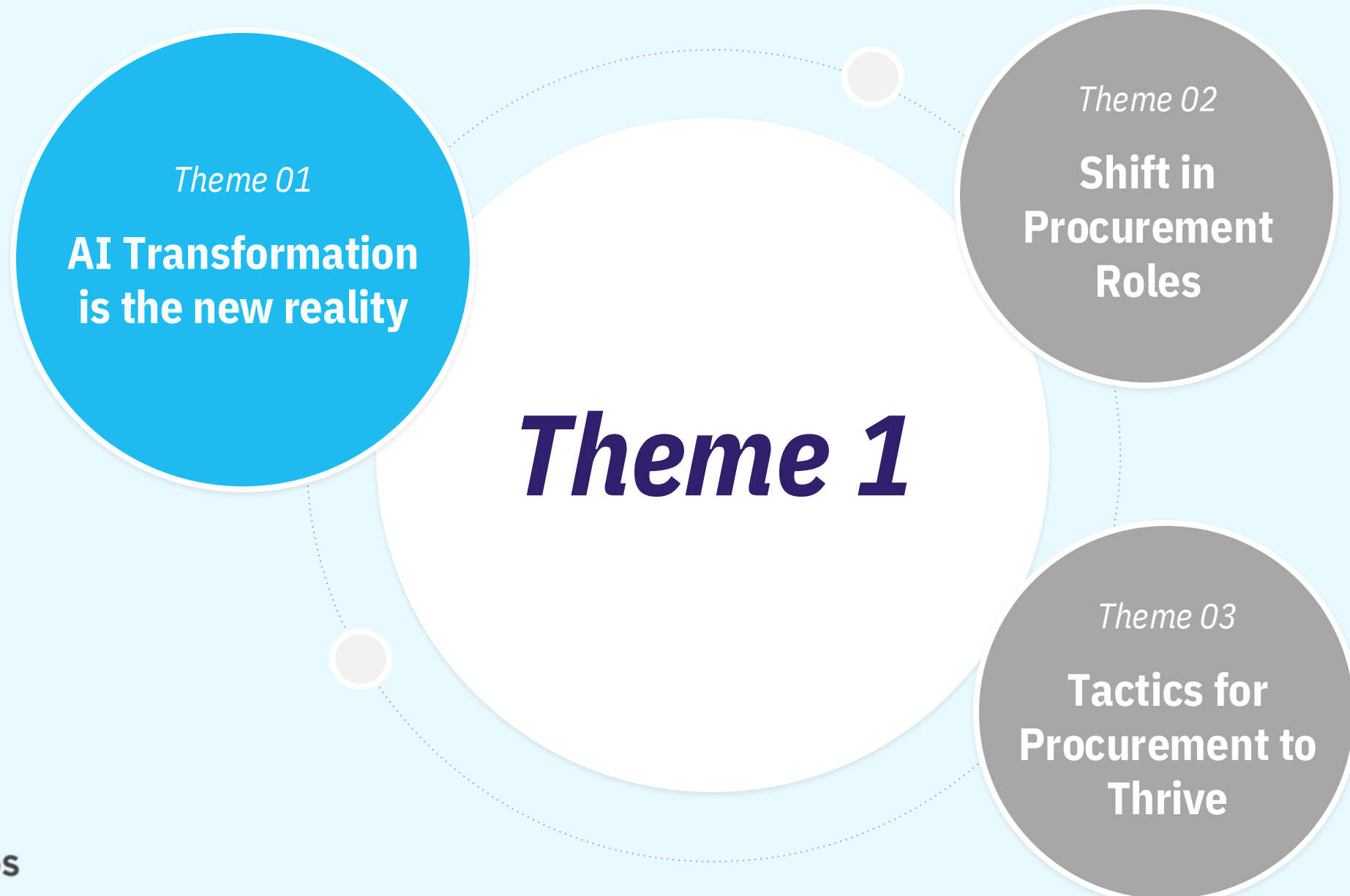
Disruptive is  
the new  
normal

Procurement is  
becoming more  
important

# Forces Shaping Procurement







## THEME 1

# AI Transformation is the New Reality

Trend  
**01**

**From AI Adoption to  
AI Adaption**

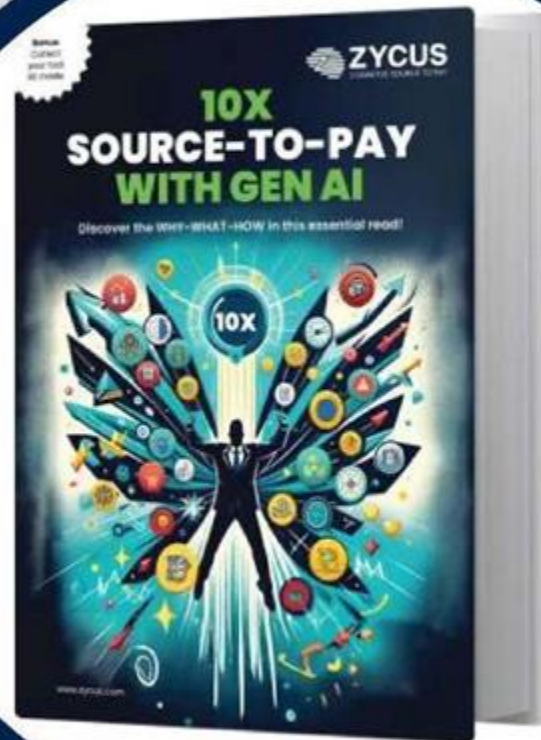
Trend  
**02**

**More Time for the  
Human Side of  
Procurement**



# The State of GenAI in Source-to-Pay

*Zycus x Procurement Tactics Survey Result*





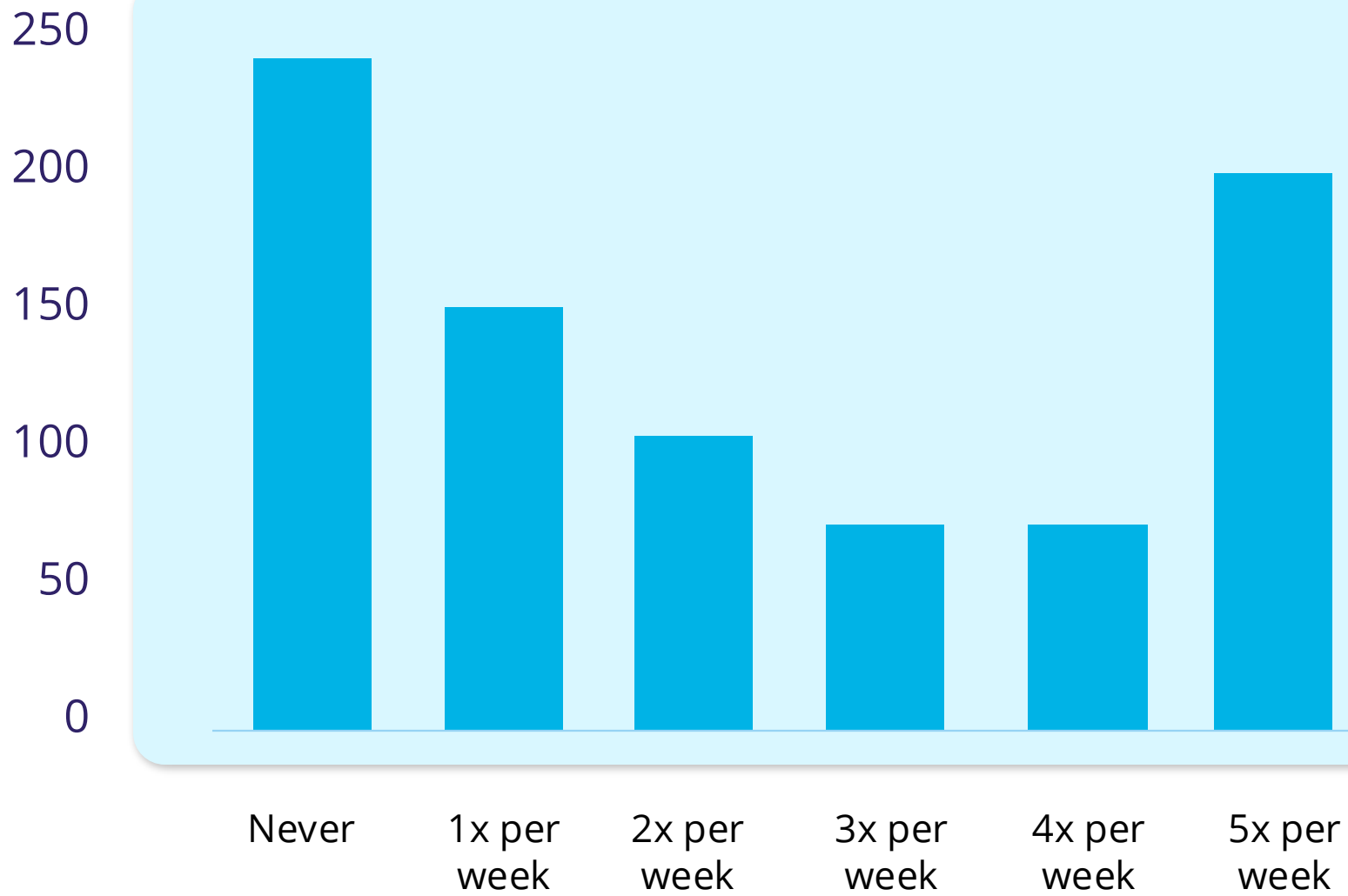
*Question*

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**How many times a week do  
you use generative AI?**

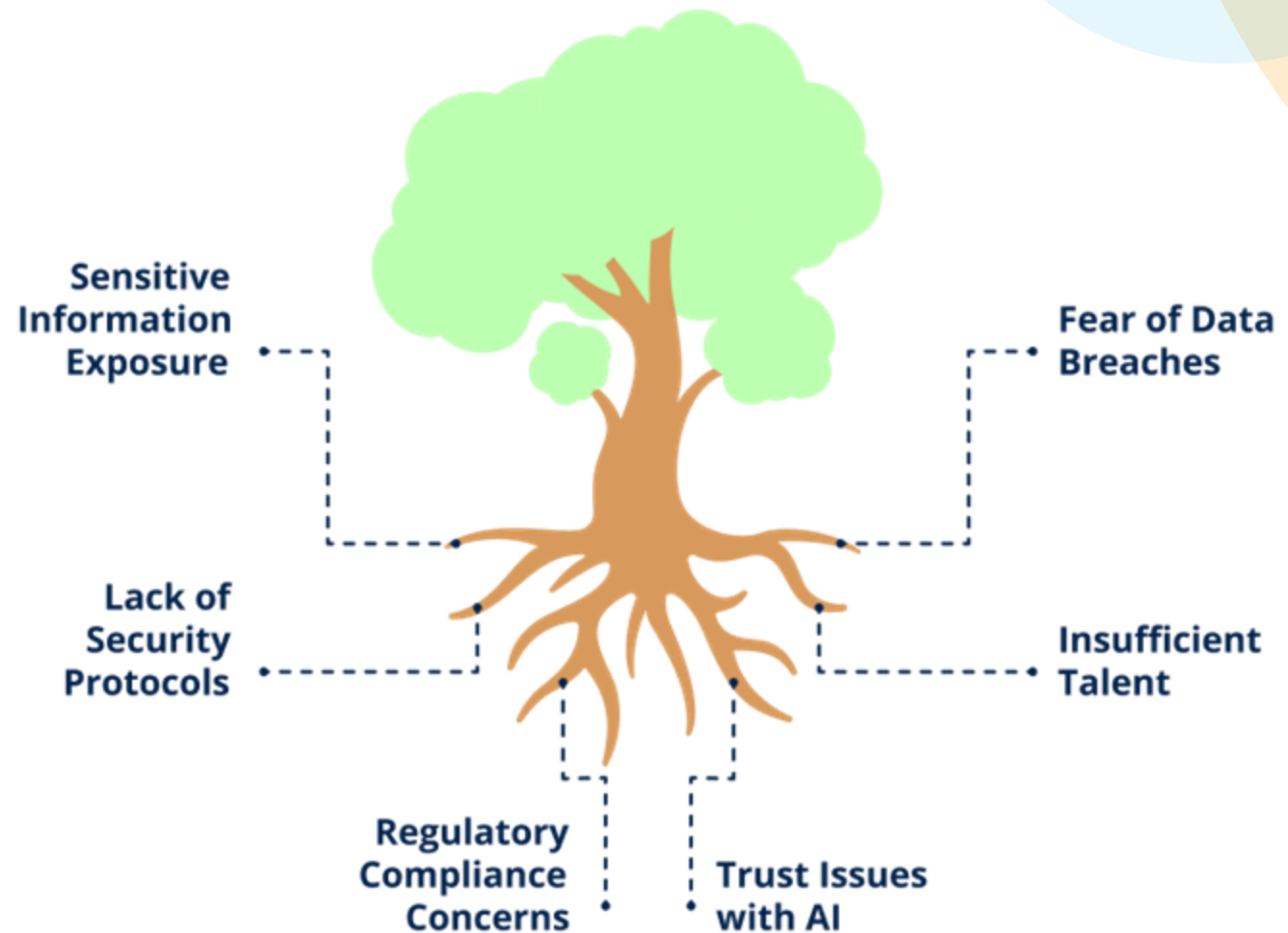
*We asked **1000** procurement professionals...*

# **How frequently do you use Generative AI per week?**



# Trend 1 : From AI Adoption to Adaption

THEME 1:  
*AI Transformation is the New Reality*



# Trend 1 : From AI Adoption to Adaption

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## THEME 1:

*AI Transformation is the New Reality*

## What we tell Procurement teams to do



### Develop a Clear AI usage Strategy

Decoding motivations for tailored, mutually beneficial negotiation strategies



### Implement Comprehensive AI Training

Equip teams with knowledge on data security and responsible AI use.



### Encourage Safe AI Experimentation

Promote responsible use of AI within procurement while ensuring strict data privacy compliance.

*OUR TIP*

**If you don't use Gen AI on a  
daily basis: start tomorrow**

(or mail us for help!)



# Want to learn more?



**75 ChatGPT Prompts to  
10x your productivity in  
Procurement**



**51 ChatGPT Prompts to  
10x your productivity in  
Procurement**



**39 ChatGPT Prompts to  
Get Better Negotiation  
Results**



**ChatGPT Usage in  
Procurement Policy**

E-mail me at [marijn@procurementtactics.com](mailto:marijn@procurementtactics.com)

The background features a dark, textured surface with various white icons including speech bubbles, a magnifying glass, and a gear. Large, semi-transparent circles in orange, blue, and yellow are positioned around the edges of the frame.

**What's next?**

# Trend 2 : More Time for the Human Side of Procurement

THEME 1:  
*AI Transformation is the New Reality*



# Trend 2 : More Time for the Human Side of Procurement

## THEME 1:

*AI Transformation is the New Reality*

## What we tell Procurement teams to do



### Prioritize Human Connections

Ensure that automation does not replace essential human elements like empathy and trust, in supplier relationships.



### Develop Better Relationships

Encourage team members to 'leave the office' and invest time in visiting suppliers



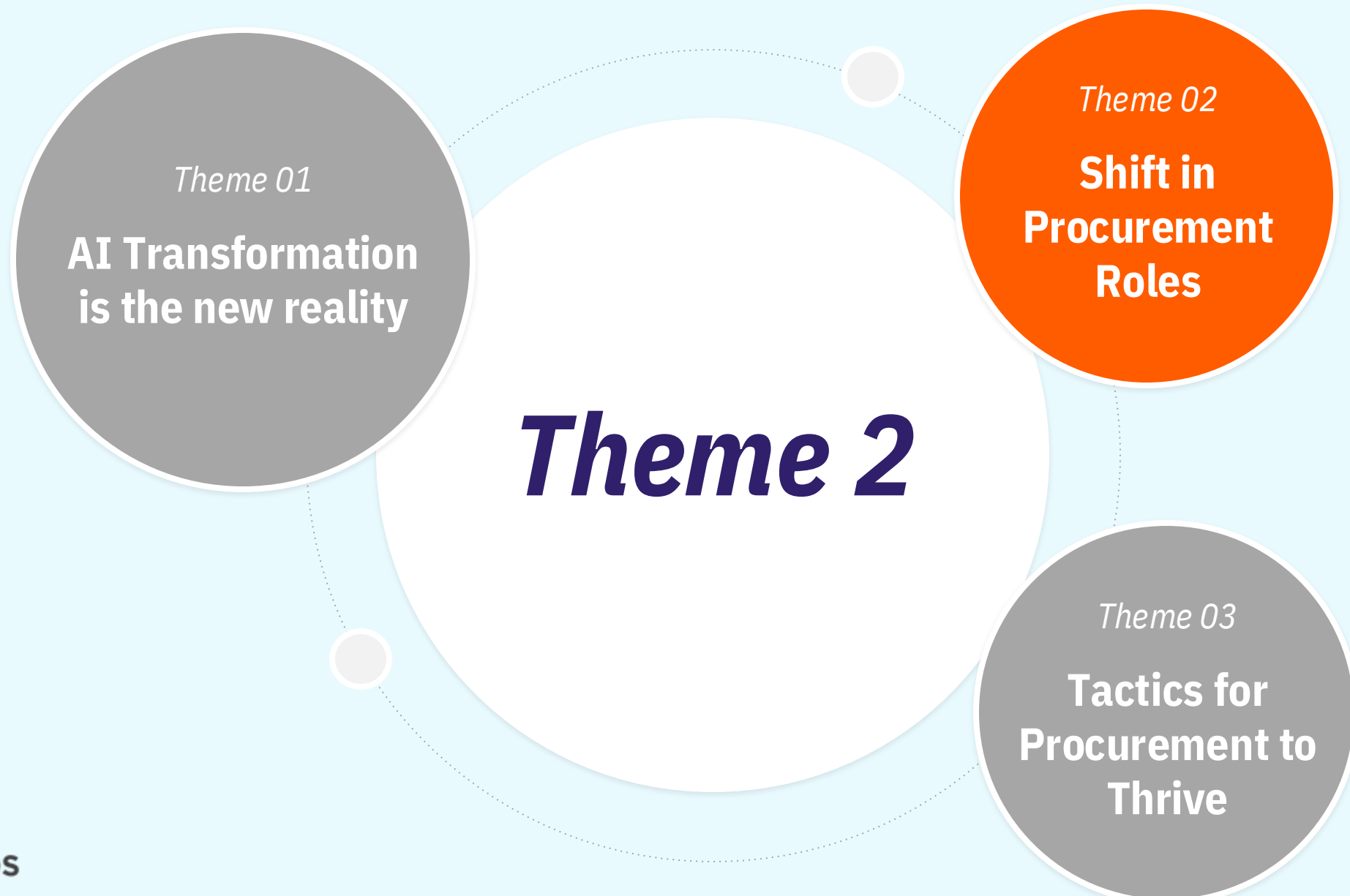
### Share Best Practices

Encourage experienced team members to share insights on communication and negotiation tactics.

*MY TAKE*

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AI won't replace procurement  
**Personal interaction and empathy will  
become even more important.**





## THEME 2

# Shift in Procurement Roles

Tren

03

**The Golden Age of the Silver Worker; Young Talent Hesitates to Enter Procurement**

Tren

04

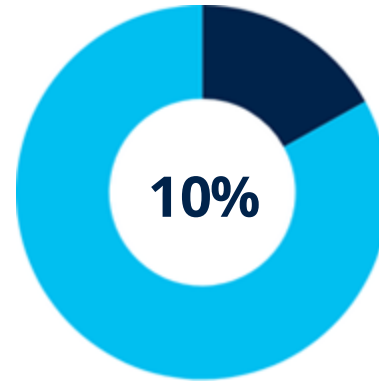
**Procurement Takes the Lead Internally**



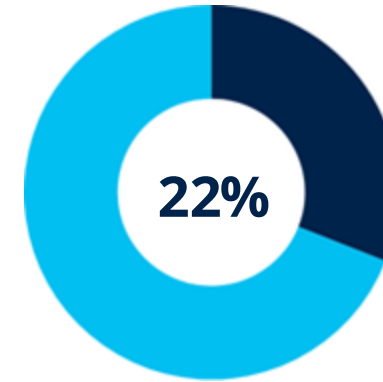
## Trend 3 : The Golden Age of the Silver Worker

## Young Talent Hesitates to Enter Procurement

THEME 2:  
*Shift in Procurement Roles*





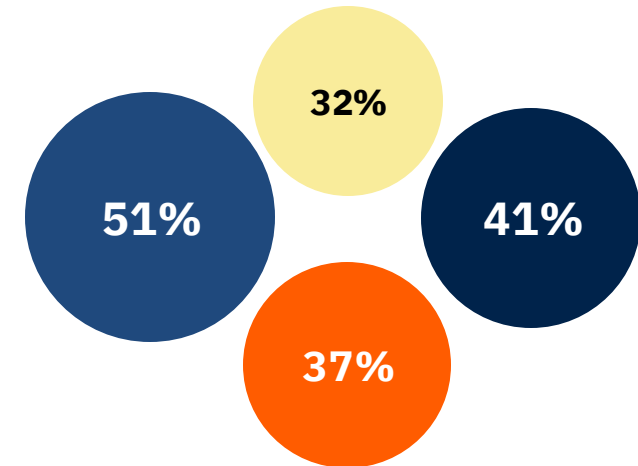
Americans aged 62 to 70 who are retired and financially stable.



Workers aged 55 to 64 finding a need for more tech skills.

### Reasons to not enter procurement

-  Planning to pursue blue-collar jobs
-  Rank technology as a top industry for employment
-  Rank other sectors as a top industry for employment
-  Inclined towards careers in education



Why is sales 'sexy' and  
procurement '*boring*'?

## Trend 3 : The Golden Age of the Silver Worker

## Young Talent Hesitates to Enter Procurement

THEME 2:  
*Shift in Procurement Roles*

## What we tell Procurement teams to do



### Establish a Mentorship Program

Pair experienced procurement professionals with younger staff for mutual skills-sharing.



### Rebrand Procurement

Equip teams with knowledge on data security and responsible AI use.



### Prioritize Sustainability in Procurement

Promote responsible use of AI within procurement while ensuring strict data privacy compliance.



### Engage with Local Communities & Educational Institutions

Pair experienced procurement professionals with younger staff for mutual skills-sharing.

# Our Experience of Training Over 200 Teams....

## OLDER GENERATION

*of Procurement Managers*

Like to use more 'tricks'

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Use hard ball tactics

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It's not a game, it can be a fight



## YOUNGER ONES

*working in Procurement*

Feel uncomfortable in uncomfortable negotiations

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Less hardball tactics

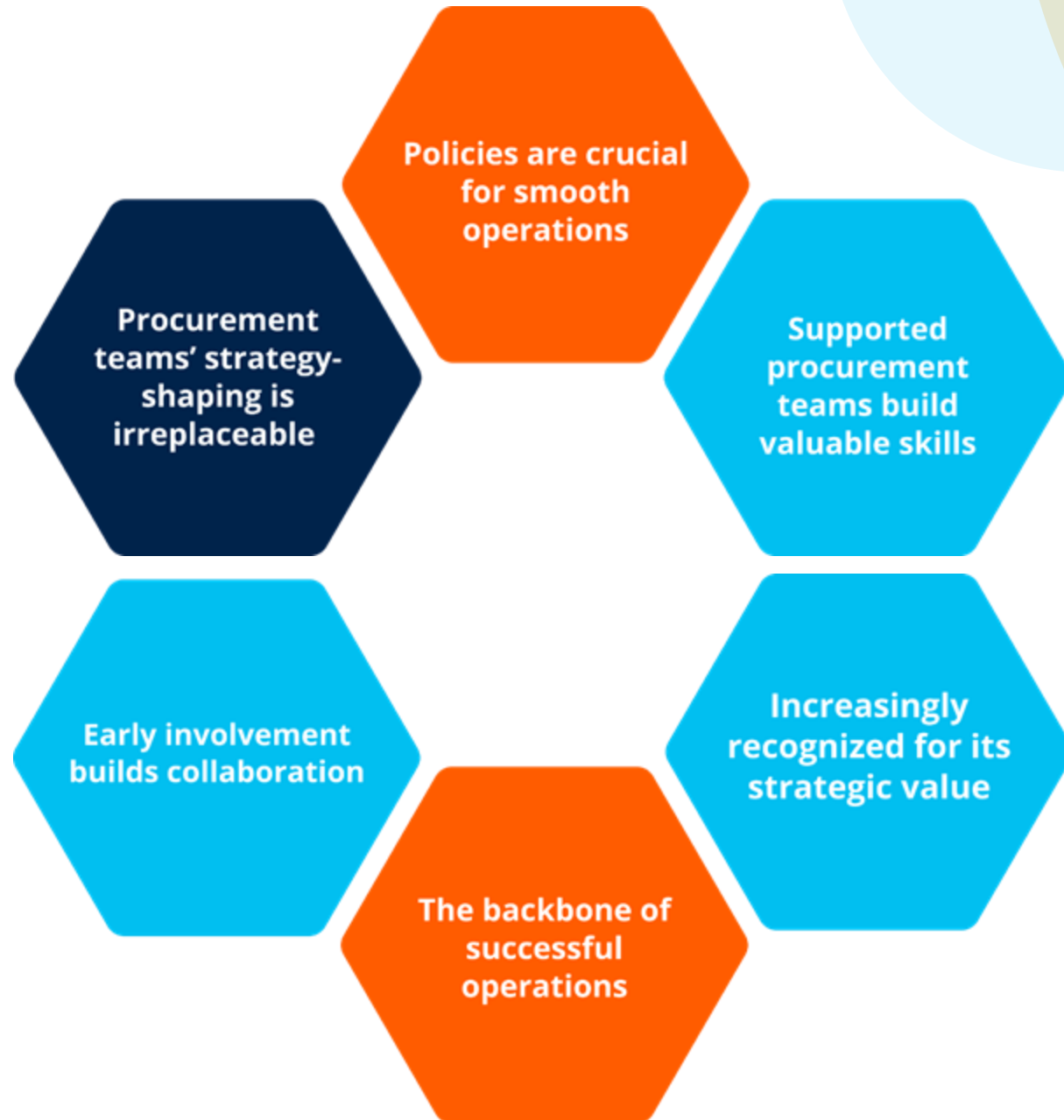
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'Together' seems more important; not a fight but a conversation

**All generations want to get the best result. Tone of voice and behavior is changing...**

# Trend 4 : Procurement Takes the Lead Internally

THEME 2:  
*Shift in Procurement Roles*





# Trend 4 : Procurement Takes the Lead Internally

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THEME 2:  
*Shift in Procurement Roles*

## What we tell Procurement teams to do



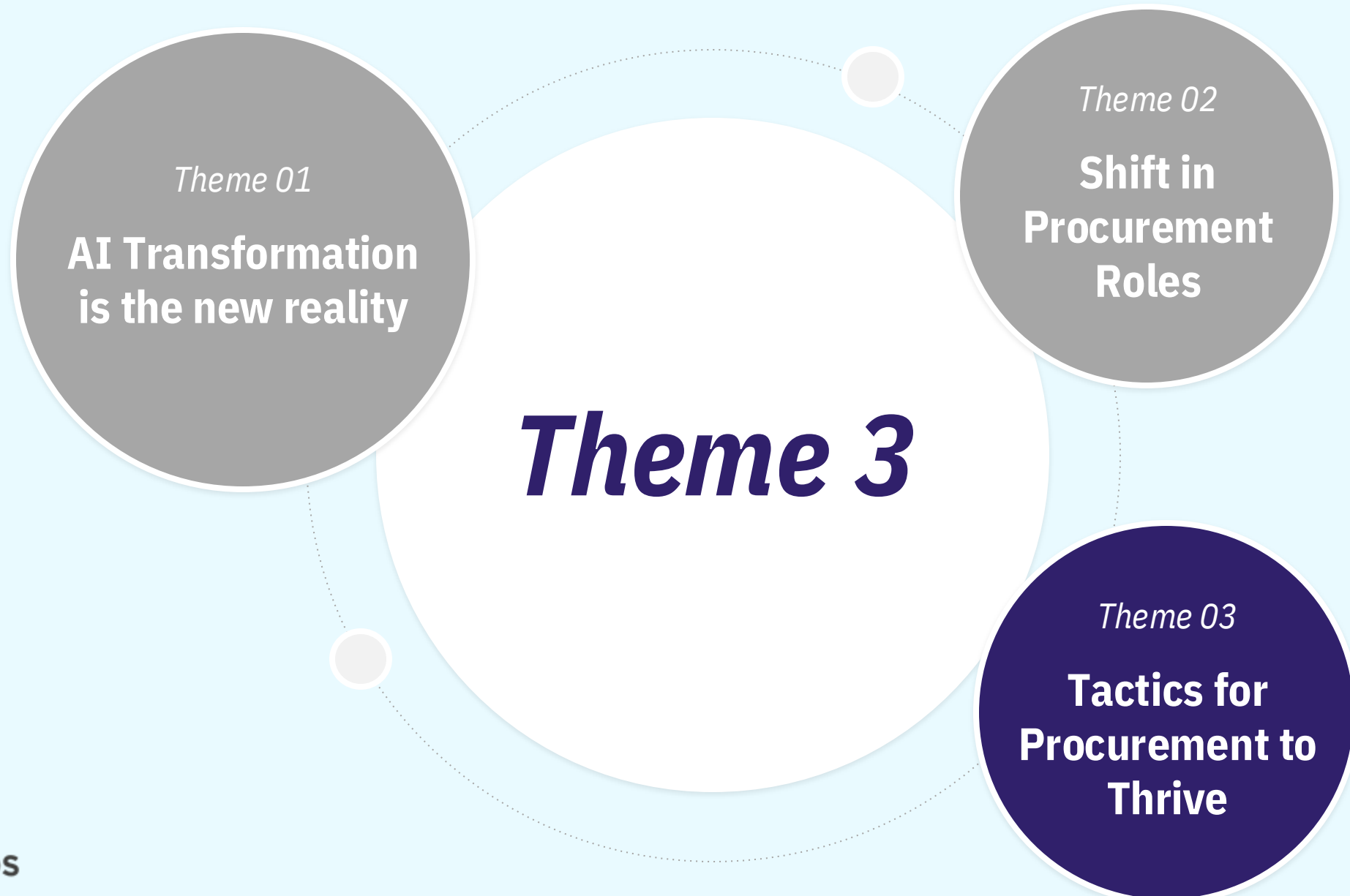
### From Reactive to Proactive

Develop strategic and operational skills within procurement teams to bridge the gap between strategy and execution.



### Enhance Project Management Skills (ISM)

Ensure procurement professionals are involved as early as possible in any internal process by changing way of working



## THEME 3

# Tactics for Procurement Teams to Thrive

Tren  
**05****Geopolitical Instability  
Shapes Risk  
Management**Tren  
**07****Struggle to Balance  
ESG Goals with Profit**Tren  
**06****Category Management  
Takes Center Stage**

# Trend 5 : Geopolitical Instability Shapes Risk Management

THEME 3:  
*Tactics for Procurement to  
Thrive*

Profit risks from limited suppliers

Prioritize supplier  
diversification and  
relationships

Reduced risks and  
improved profitability

# Trend 5 : Geopolitical Instability Shapes Risk Management

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THEME 3:  
*Tactics for Procurement to  
Thrive*

## What we tell Procurement teams to do



### **Diversified Supplier Base, but switch only when needed**

Broaden your supplier base to include multiple dependable suppliers to reduce dependency and improve flexibility.



### **Shift from Short-term Efficiency to Resilience**

Balance operational efficiency with resilience to withstand unexpected global disruptions.

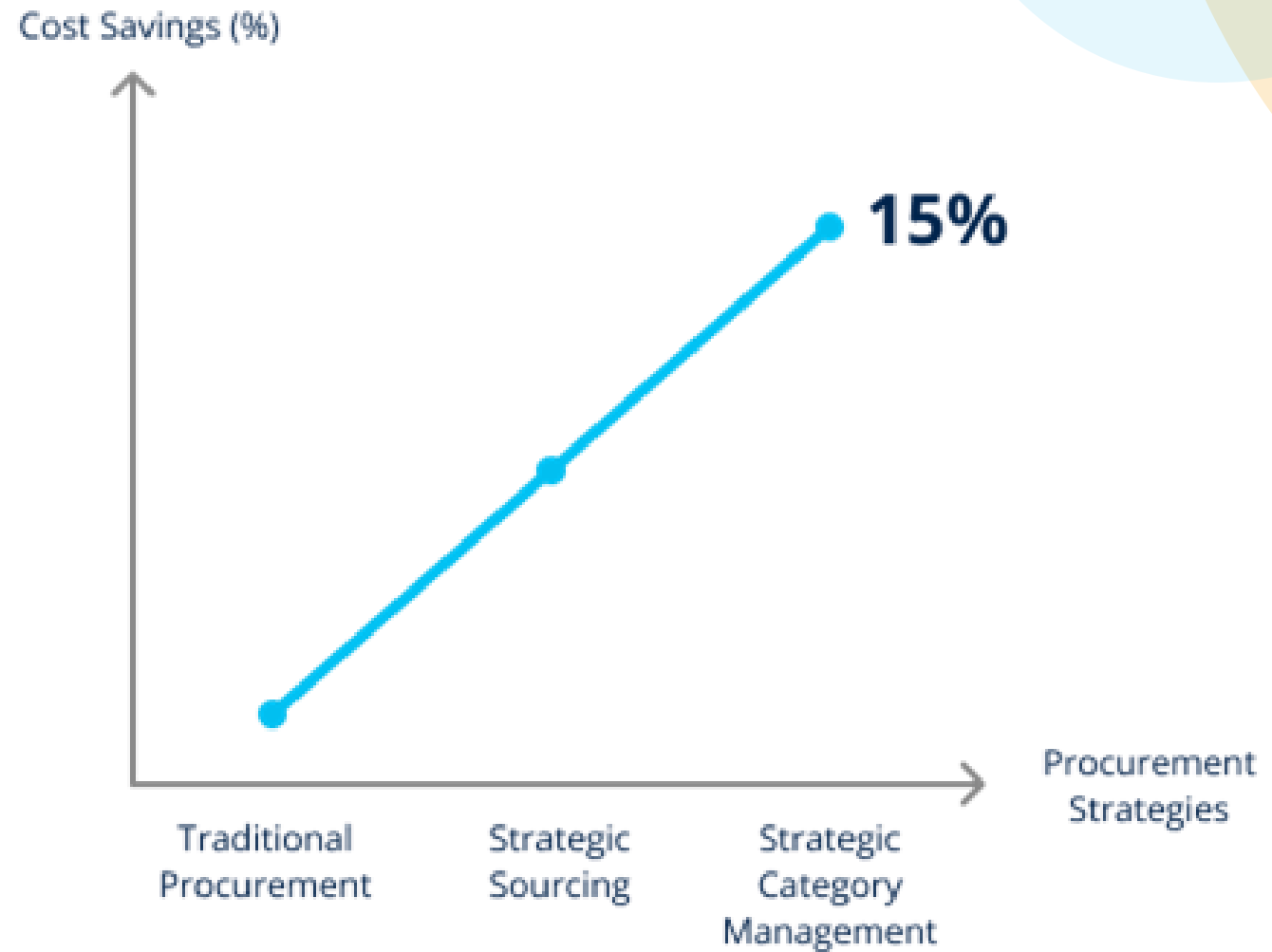


### **Implement Risk Mitigation Protocols**

Establish clear processes for rapid decision-making during disruptions, protecting financial stability.

## Trend 6 : Category Management Takes Center Stage

THEME 3:  
*Tactics for Procurement to  
Thrive*



# Trend 6 : Category Management Takes Center Stage

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THEME 3:  
*Tactics for Procurement to  
Thrive*

## What we tell Procurement teams to do



### Leverage Technology to Master Category Understanding

Use centralized data systems for real-time tracking and decision-making in category management.



### Develop Category Management Strategies

Implement robust, ongoing category management processes across procurement.

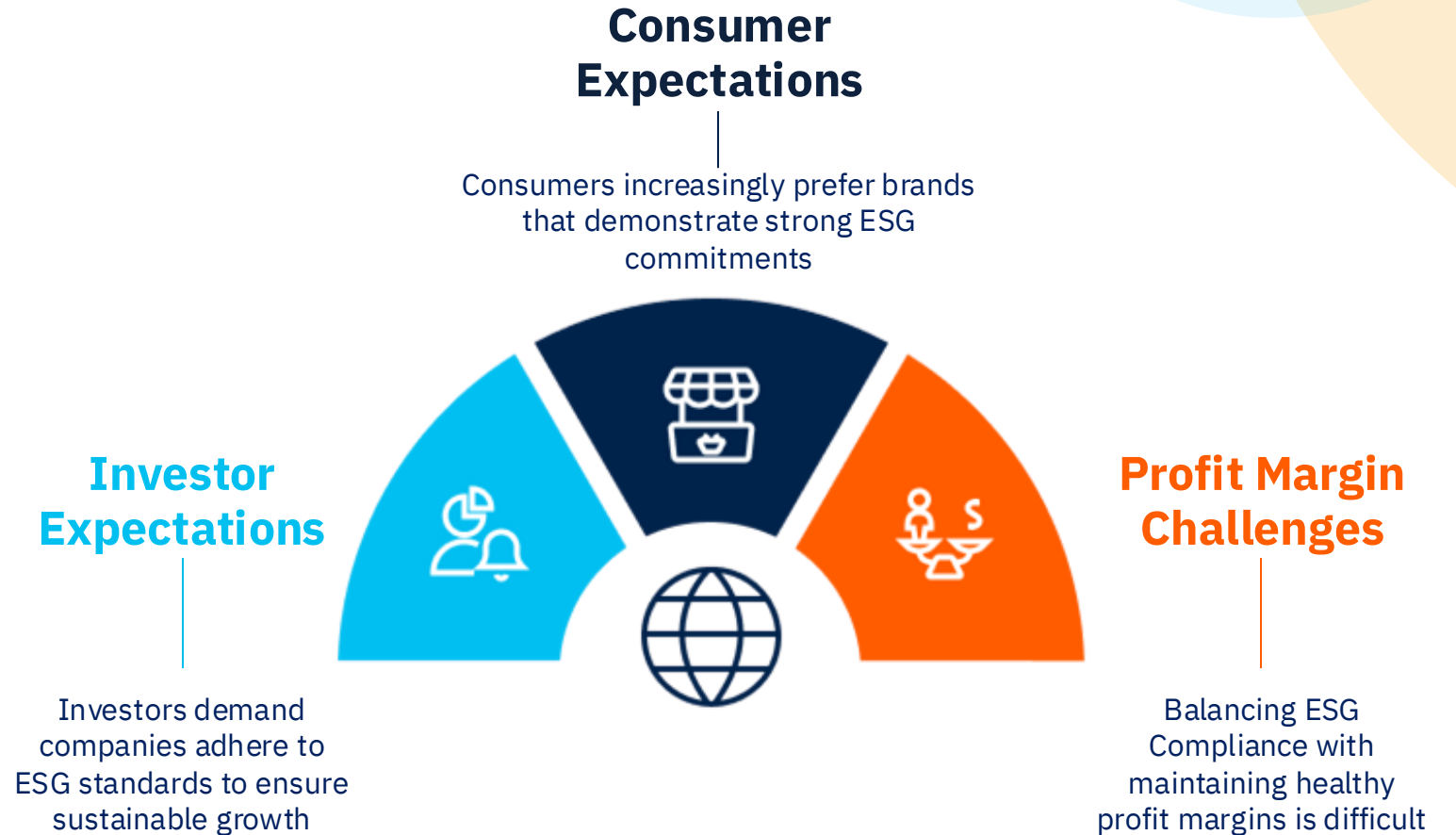


### Stick to Bold Decisions

Group similar categories to optimize supplier relationships, unlocking long-term strategic value.

# Trend 7 : Struggle to Balance ESG Goals with Profit

THEME 3:  
*Tactics for Procurement to  
Thrive*





# Trend 7 : Struggle to Balance ESG Goals with Profit

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THEME 3:  
*Tactics for Procurement to  
Thrive*

## What we tell Procurement teams to do



### Manage Internal Expectations

Adopt sustainable procurement practices, balancing cost with environmental impact.



### Establish Realistic ESG Metrics

Define specific, actionable ESG goals to track progress and showcase genuine commitment.



### Foster Transparent Communication

Avoid greenwashing by ensuring clear and honest reporting on ESG efforts to build consumer and investor trust.

Dynatos x Procurement Tactics

# Questions?



# Thank you!

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Presented by:



**Marijn Overvest**  
*Founder*

**Schedule a call to learn more**

Scan the QR Code to book a call



*For questions, contact:*

**[marijn@procurementtactics.com](mailto:marijn@procurementtactics.com)**

**+31643109217**