

# Getting to know SafeSourcing®

## Ronald D. Southard - President, CEO



Ron is the founder and principal of Safesourcing and has more than 30 years of experience working in the retail industry. Ron was formerly the President and CEO of Intesource, an internet based spend management company. Additionally, Ron served as the Executive Vice President at Trax Retail Solutions. Ron began his career in retail management following which he spent 25 years of his career at NCR Corporation, eventually serving as the Vice President and General Manager of the NCR Global Checkout Software business unit.

Ron holds a Bachelor of Arts degree and Bachelor of Science degree from Bridgewater State College in History and Psychology, respectively and has also completed certificate programs at the American School of International Management. Ron is also a certified inventory management specialist.

A well known industry speaker and writer on a variety of subjects including technology, operations, risk management, the supply chain, and Sarbanes Oxley, Ron is a US Air Force Veteran, a member of International Society of High IQ's, and is listed in the VIP section of Madison's Who's Who Executive Registry 2007.

Ron has been featured recently on General Norman Schwarzkopf's "World News Review" show on CNBC, Sky Radio on all major airlines, and was honored as one of the industry's "2007 Pro's to Know" by Supply & Demand Chain Executive Magazine.



Your one-stop e-procurement

shopping center developed by

retail professionals for retail professionals

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## Our Mission

The SafeSourcing® mission is to provide information and services to our customers through e-procurement tools that pro-actively support consumer safety and environmental standards in the global supply chain. We will drive increased efficiency and improve profitability for our customers, and provide superior value for all stakeholders.

## About Us

SafeSourcing offers the ultimate buyer's tool – a simple-to-use, next generation reverse auction. Sellers are enabled to try to meet the specific needs of a purchaser by underbidding their competitors within an allotted time period.

Registered buyers list their needs on SafeSourcing's web site and vendors bid down the price. In the end, the lowest bidder wins. Auction events can literally be set up in minutes, creating a significant efficiency improvement over traditional offerings.

While history demonstrates that in selected categories, buyers have saved as much as 30-40%, recent studies show that just a 5% saving in procurement costs, translates into an effective increase in sales growth of 30%.

## Our clients have access to:

- A Reverse Auction Tool, which can be used for all your procurement needs including new contract purchases, spot buys, replenishment, aggregation and collaboration with other buying organizations.
- SafeSourcelt™, A North American 240,000 Retail Supplier Database specifically designed for ease-of-use which includes safety and eco controls and is the largest of its kind in North America.

## Our SafeSourcing web site features:

- Safety in Sourcing, a blog with daily updates and comments from procurement peers
- Sourcing WIKI, which includes hundreds of procurement terms and definitions
- Sourcebook, a first-of-its-kind professional social network for procurement professionals
- Daily Safety Alerts from the USDA, FDA, ISO, and other standards-creating agencies

*SafeSourcing is committed to pro-actively supporting safety and environmental standards in the global supply chain. We donate 10% of our net profits to retail education and green and safety initiatives.*

**Simplicity, savings, and security ...**

**let SafeSourcing help you deliver the goods.**

**Visit [www.safesourcing.com](http://www.safesourcing.com) or call 866.623.9006**