



Education by **hund**



WELCOME

Welcome to the Procurement and Supply Management Excellence Program (PSM-EP)

The PSM Excellence Program is a distinguished procurement education initiative developed by international experts from IPG and Wogas and recognised by HUND as a program of exceptional value for the procurement community. By bringing this program under its sponsorship, HUND proudly offers a platform for advancing procurement leadership and strengthening the profession.

Designed for managers and C-suite executives, PSM-EP addresses the evolving strategic role of procurement in today's complex business environment – from digital transformation and resilient supply networks to sustainable value creation and enterprise impact.

Through flexible learning formats and practice-driven sessions led by experienced global practitioners, the program empowers leaders to think strategically, lead transformation and unlock the full potential of procurement as a driver of organisational performance and competitiveness.



DEVELOPMENT OF PROCUREMENT EXCELLENCE

20 Specialized Classes Across 2 Programs

Together, we offer 20 topic-specific classes organized into tailored education programs:

- Executive Level Program
- C-Level Program

Flexible Learning Options

Select any individual class as a 1-day executive session or combine classes into multi-day intensive programs. Complete class details, schedules, and enrollment information available in the full program brochure.

The future of procurement starts here

Procurement is undergoing a transformation: from cost manager to strategic value creation partner. Today, companies expect procurement organizations not only to optimize prices and costs, but above all to actively create value and manage risk in an increasingly volatile world. Digitalization, ESG requirements, and geopolitical uncertainties have fundamentally changed the role of procurement.

By participating in the PSM-EP, you will acquire the skills to actively shape this change – from strategic management and digital transformation to sustainable supply chains.



DEVELOPMENT OF PROCUREMENT EXCELLENCE

Methodology used in training courses

Practical: teaching specific exercises and methods

Checklist-based: fundamentals and specialist knowledge

Case study-based: applying tools and deriving specific measures

Formats: presentations, practical exercises, working aids, tools, discussion

Debriefings: Time for individual questions

Case studies: Group/individual work, case studies/practical examples, exchange of experiences

Checklists and working aids round off your knowledge

High practical relevance: Methods and analyses directly applied to your product group structure and supplier base.

Proven tools and best practices: Implementation of proven sustainability strategies from practice.



IMPACT

Building strategic skills that measurably advance procurement and the company.

Mastering digital tools and analytics to enable data-driven decisions.

Developing negotiating power and supplier management to secure competitive advantages.

Competence in change management to successfully shape transformation.

Enabling sustainable procurement to meet regulatory and social expectations.



EXECUTIVE LEVEL PROGRAMS



Digital & Sustainable Transformation



Strategic Excellence

Designed for executive level professionals

Purchasing and supply managers, purchasing executives and strategic buyers; executives from the areas of digitalization, sustainability, business innovation, business development and corporate strategy.



EXECUTIVE LEVEL PROGRAMS

PSM Transformation Manager (CTM) –
Your Roadmap to Digital & Sustainable Excellence



Digital
Procurement
Excellence

1.0 DAY



Sustainable
Procurement
Excellence

1.0 DAY



Transformation
and Change
Management

1.0 DAY

This manager course equips senior procurement and supply management professionals to translate procurement value drivers into initiatives and execution.

The purpose of this course is to enable procurement professionals to design and execute a value-driven digital and sustainable transformation, ensuring that digitalization and sustainability is aligned with business strategy, organizational readiness and measurable value creation.

3 one-day classes plus final use case exam (1.0 hour)

A final use case exam enables participants to tailor the learnings to their company's specific needs.



EXECUTIVE LEVEL PROGRAMS

PSM Strategic Manager (CSM) – Your Roadmap to Strategic Excellence

This management course equips senior procurement and supply management professionals to translate procurement value drivers into category strategies, initiatives and execution.

The program builds end-to-end strategic procurement capabilities — from category strategy and negotiations to supplier management, performance measurement and risk control. It is a core capability-building program focused on strategy, execution and leadership, delivered through practical frameworks, tools and real-world insights.

A final use case exam enables participants to tailor the learnings to their company's specific needs.



Category
Management /
Strategy Excellence

1.0 DAY



Spend
Analytics and
Value Creation

1.0 DAY



Negotiation
Power

1.0 DAY



Supplier
Management

1.0 DAY



Performance
Management /
Balanced Scorecard

1.0 DAY



Managing
Uncertainty
OPTIONAL

1.0 DAY



C-LEVEL PROGRAMS



Digital & Sustainable Transformation



Strategic Excellence

Designed for C-level professionals

CPDs, COOs, Heads of Procurement, Supply Chain Management and Operations, as well as Heads of Digitalization, Sustainability, Business Innovation, Business Development and Corporate Strategy.



C-LEVEL PROGRAMS

PSM Transformation Leader (CTL) –
Your Roadmap to Digital & Sustainable Excellence



Digital
Procurement
Excellence

1.0 DAY



Sustainable
Procurement
Excellence

1.0 DAY



Transformation
and Change
Management

0.5 DAY



Extended Value
Contribution
Measurement

0.5 DAY

This C-Level leader course defines how procurement impacts enterprise value.

The purpose of this course is to enable C-level decision-makers to understand, govern and manage the multi-disciplinary procurement transformation process towards a digital and sustainable corporate function - without operational or technical detail.

3 one-day classes plus final use case exam (1.0 hour)

A final use case exam enables participants to tailor the learnings to their company's specific needs.



C-LEVEL PROGRAMS

PSM Strategic Leader (CSL) – Your Roadmap to Strategic Excellence

This C-Level leadership course defines how procurement impacts enterprise value.

The course enables C-level decision-makers to understand, govern and manage the multi-disciplinary procurement transformation into a strategic corporate function – without operational or technical detail. It equips executive leaders to understand, govern and leverage procurement as a strategic contributor to business value, liquidity and risk management.

A final use case exam enables participants to tailor the learnings to their company's specific needs.



Category
Management /
Strategy Excellence

0.5 DAY



Negotiation
Power

0.5 DAY



Supplier
Management

0.5 DAY



Working
Capital
Management

0.5 DAY



Emotional
Intelligence &
Situational Lead.

0.5 DAY



Performance
Management /
Balanced Scorecard

0.5 DAY



Education by **hund**

Your trainers

PSM-EP is led by internationally experienced and recognized trainers and conducted in person



Carsten Vollrath
IPG Partners Group



Expert in innovation & transformation of procurement and SCM

Carsten Vollrath has over 30 years of industry and consulting experience. His consulting services focus on programs for the strategic transformation of purchasing organizations in close combination with accompanying operational programs for cost reduction, efficiency enhancement, and quality improvement.

Carsten is a long-standing strategic partner of purchasing associations in German-speaking countries and works as a lecturer and learning coach in various training programs. He has a large international network of renowned experts and industry associations for procurement and supply chain management.



Helena Popović Petrušić
Wogas d.o.o.



Business innovator & Authority in Procurement and SCM

Helena Popović Petrušić is an experienced leader with over 20 years in managing internationally active mid-sized companies, a head lecturer and author of several publications on operations, procurement and supply chain topics.

Helena co-authored the first recognized procurement and supply chain upskilling program and created the Intelligent Procurement model, merging process optimization with digital transformation. A founder of boutique consultancy Wogas and recognized lecturer and author, she brings practical insights and innovative approaches to procurement and supply chain management.



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Procurement and Supply Management Excellence Program (PSM-EP)

Key quotes about the PSM-EP



Mirela Senica
President
HUND



'The future of procurement starts here. Through the PSM Excellence Program, HUND – together with our partners IPG and Wogas – is setting new, practical and strategic standards in procurement education, supporting digitalization, sustainability, growth and resilient supply chains.'

This program will help our members and the wider procurement community grow their skills through a proven education portfolio.'



Andrea Hegedušić
Head of Procurement
Muraplast



'The PSM-EP impressively demonstrates how procurement can evolve from an operational function into a strategic, digital, and sustainable value driver.'

I was particularly impressed by the holistic approach that combines strategy, technology, sustainability, and practical experience. The program doesn't just deliver transactional content; it empowers procurement organizations to make an impact through networked thinking, well-informed decisions, and collaborative partnerships.'



Danijel Banek
Senior Executive Dir.
Central Procurement
Atlantic Grupa



'PSM-EP offers outstanding training and a real boost for my team. All participants were genuinely enthusiastic about the content, structure, and the highly engaging way digital procurement topics were delivered.'

The training clearly expanded their horizons and equipped them with concrete, immediately applicable knowledge that is already influencing how we work in procurement.'



Carsten Vollrath | IPG Partners Group

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