



## **Cirtuo and BT Sourced CEOs host panel discussion at DPW Amsterdam 2022**

*The annual procurement-tech event brings together 5,000+ attendees to discuss the industry's digital future.*

**Denver, CO – August 10, 2022** – Cirtuo today announced that Drasko Jelavic, Cirtuo CEO, will join Digital Procurement World's (DPW) prestigious global conference as a featured panelist in Amsterdam in September 21-22, 2022.

DPW Amsterdam, an annual technology event held both at the monumental Beurs van Berlage and online, is considered the world's largest and most influential tech event of the procurement industry. Now in its third year, DPW Amsterdam has grown to over 5,000 attendees and become a crossroads for the world's largest buyers and sellers of procurement technology, alongside many of the world's most disruptive emerging technology companies. Last year's event, held in a virtual format, brought together 80 distinguished speakers with thousands of guests hailing from 84 different countries.

Drasko and BT Sourced Founder, and CEO Cyril Pourrat will participate in the panel discussion "Strategy in times of turmoil – the role of the procurement CEO." The session, moderated by Susannah Streeter, will combine a conversation on the importance of strategies in a macro-economic environment beset by change with a discussion on how successfully CPOs interpret the role in terms of more traditional CEO remits.

"As more businesses begin to realize the benefits of procurement digitization, there is significant demand for solutions that enable strategic thinking in supply chain and category management functions. This is even more pertinent worldwide because of geopolitical fractions and the ripple effect caused due to the pandemic.

In these times, strategy is needed more than ever - and it's really time for the procurement CEO to take center stage. We will cover the industry's journey over the past few years and talk through some of the pain points BT Sourced faced during a period of immense disruption and how Cirtuo helped," said Jelavic.

"We are thrilled to bring together an incredibly diverse group of 80+ compelling speakers from across the value chain – from procurement professionals and startup founders to leaders in business and academia – to explore the future of procurement," said Matthias Gutzmann, founder of DPW. "We see countless tech-driven solutions born both on and off stage at our event every year, and we can't wait to see what the 2022 conference will bring."

For more information and to register for the DPW event, visit <https://conference.dpw.ai/>.

### **About DPW**

DPW is the tech ecosystem for the global procurement industry, bringing together a diverse network of startup founders, investors, executives from technology and advisory firms, business leaders and academics to collaboratively tackle industry-wide challenges.

### **About Cirtuo**

Cirtuo is world-class software developed to transform the procurement function into a strategic champion conscious of all the potential at its fingertips. Being a pioneer in digital procurement, Cirtuo's solutions have been integral for over 5,000 CPOs and category managers in embracing change. Our team has invested +100,000 hours of research and development dedicated to helping Fortune 500 companies and SMEs unlock their procurement potential. As a result, Cirtuo's AI-driven software sets the standard in automated category strategy creation, leading to faster decision making, greater business impact, and value delivery.

Editor's Note:

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