



Cirtuo Announces Official Sponsorship DPW Amsterdam 2023

The Much-Anticipated Annual Event Joins Together 5,000+ Procurement, Supply Chain, and Tech Leaders from Across the Globe

Denver, Colorado – July 18 2023 – Cirtuo, the pioneer in digital [category management](#) and strategy creation today announced that it will be a featured sponsor of DPW Amsterdam, the world's largest and most influential tech event of the procurement and supply chain industry. DPW Amsterdam is held in the monumental Beurs van Berlage in Amsterdam and will take place on October 11-12, 2023.

Founded in 2019, [DPW Amsterdam](#) is the leading procurement and supply chain ecosystem for innovation and emerging technologies. A convergence of the world's most influential tech, procurement, and supply chain leaders, DPW Amsterdam brings together over 5,000 attendees from nearly 80 countries across the globe. The theme of this year's conference is "Make Tech Work". It will focus on how players from inside and outside of the procurement and supply chain industry can collaborate to transform tech ideas into actionable solutions and address today's biggest challenges.

This year Cirtuo is proud to be one of the select sponsors of DPW Amsterdam. "We live in a time of increased complexity that presents an exciting opportunity for procurement professionals to elevate their organizations and deliver enhanced value. With the associated cognitive load being substantial, the responsibility and performance expectations in procurement have never been greater. It is, therefore, vital to provide Procurement with the technology and frameworks to make this complexity manageable," said [Drasko Jelavic](#), CEO and founder of Cirtuo.

"In our [future vision](#), procurement professionals become strategic advisors that leverage [Category Management technology](#), data, and insights to drive innovation and create value for their organizations. "The question is how to transition from sourcing-minded procurement or a procurement-centric attitude to where you have to work with the stakeholders and identify and align all the business requirements. Because this is what defines your category strategy and any other strategies in procurement," he said.

"Sponsors like Cirtuo make DPW Amsterdam possible, and we're honored to have their support headed into this year's conference," said Matthias Gutzmann, founder of DPW Amsterdam. "There's never been a more critical – and exciting – time to bring together the world's most

innovative minds to confer on solutions in procurement and supply chain and we can't wait to see what this year's conference brings."

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

About Cirtuo

Cirtuo is the pioneer in digital category management and strategy creation. Based on the original consulting blueprint for category management and refined in countless client workshops, Cirtuo distills the insights from hundreds of category strategies across global and local procurement organizations and spend categories into one digital consultant: [Cirtuo Guided Strategy Creation™](#).

Cirtuo's systematic and standardized approach to category management, combined with access to real-time market intelligence and AI-powered recommendations, empowers Procurement to better translate business requirements and supply market realities into impactful category strategies. By guiding category managers from demand analysis to strategy creation, Cirtuo enables faster and more robust decisions that help Procurement mitigate risks, increase efficiency, and unlock hidden savings.

Cirtuo supports over 5,000 category managers of leading national and [multi-national companies](#) like Walmart, Novartis, Molson Coors, or British Telecom across 40+ countries in creating business-centric category strategies that deliver unparalleled impact and value. Learn more at cirtuo.com

Media Contact

Luke Thompson

luke.thompson@cirtuo.com

About DPW:

[DPW](#) is a premier tech ecosystem for the global procurement and supply chain industry. At DPW's high-profile, annual DPW Amsterdam conference, attendees and sponsors from around the world participate and engage with a diverse network of founders, investors, technology and advisory firm executives, business leaders, and academicians to collaboratively tackle the industry's most pressing challenges. DPW also provides scaling and scouting consulting services, an annual startup pitch competition to celebrate innovative emerging solutions, and more.

Editor's Note:

Journalists interested in press credentials should contact:

Emily Steates, Account Director at Notably (PR Firm for DPW)

emily@notablypr.com