



# #SocialProcurement

Boosting the Visibility of your Procurement Department

Mario Bruggmann

21 June 2023 – Hamburg



## About Me

25+ years in Procurement  
& Supply Chain Functions

Interim Manager

Focus on technical  
industrial companies

Course Trainer

Leveraging product, supply  
chain and tech knowledge

Founder of  
#SocialProcurement

# About me (Education)

## A life with passion for Supply Chain Management, Procurement and Technology

- Education (degrees)
  - Master of Business Administration (Global Management)  
University of Manchester - Alliance Manchester Business School
  - European Master Logistician on the Strategic Management Level  
ELA - European Logistics Association  
Executive Diploma HSG in Logistics Management  
HSG - University of St. Gallen
  - Diploma in General Management SKO/NbW  
NbW - Netzwerk für betriebswirtschaftliche Weiterbildung
  - Electronics Engineer, Swiss Federal Diploma of Vocational Education and Training  
Spectrospin AG (now: Bruker Biospin AG) and BZU
- Professional Development (extract)
  - Management of remote Teams
  - Best in Class Category/Commodity Management
  - Risk Management in Electronics Supply Chains
  - Lean approach Production Planning and Controlling
  - Internal Auditor for QM-Systems according to ISO9001
  - Various Negotiation Certifications



# About me (Job History)

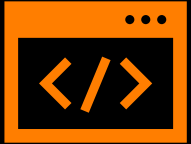
## Progressive Career in technical Management Roles

- **Interim Manager & Course Trainer, BRUGGMANNAGEMENT**
- Chief Executive Officer, GSS-Novia Group
- Head of Global Supply Chain Development, Jakob Müller Holding
- Head of Supply Chain Europe, SFS Group
- Category Manager / Strategic Procurement Expert, V-ZUG
- Director of Global Sourcing, Medela Group  
Managing Director, Medela Singapore  
Director of Global Sourcing, Medela Group
- Global Supply Chain Manager, Tecan Group
- Production Controller / Supply Chain Manager, Schmid Telecom AG  
Head of Test Center, Schmid Telecom AG
- Head of Electronics Production, SPEAG  
Industrialization Engineer, SPEAG





## Links to our Resources



### Website

- [www.socialprocurement.net](http://www.socialprocurement.net)
- [Articles and Media reports](#)



### YouTube

- [YouTube Channel](#) (**follow us here!** all our video resources)
- [LinkedIn Short Tutorials](#) (Important LinkedIn functions demo)



### LinkedIn

- [Showcase Page](#) (**follow us here!** our home on LinkedIn)
- [Events Page](#) (register for webinars and shows)

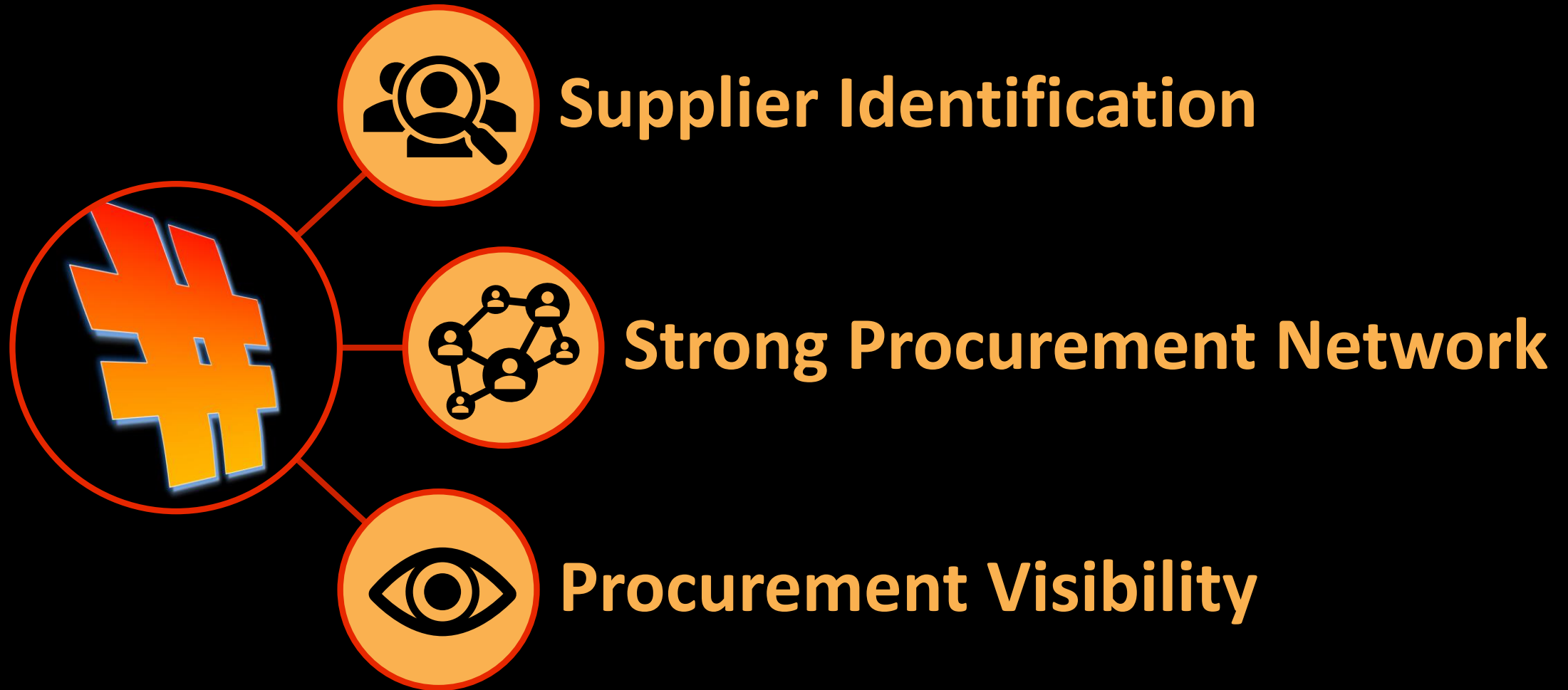


### #IamBuying

- [How to get the frame](#)
- [Overview of Ambassadors](#)



## About #SocialProcurement



# Examples for Search Posts



#stamping #iambuying

Beiträge Top-Treffer Veröffentlichen

**Kathrin Kubisch** • Sie  
#IamBuying: **Looking for suppliers** #Stamping #...  
11 Monate •

Vibracoustic is looking for new #Stamping #Suppliers for several projects!


You should be experienced in #Automotive sector and be able to produce parts with weight ~30-35g or/ and ~650-700g (yearly volume 200k-1.000k).

If you have your production site in #Mexico or North America and can deliver parts to Mexico, write a message.

If you know suppliers in Mexico, please tag them in the comments.

If you have further questions, please feel free to contact me.

#IamBuying #WeAreBuying #SocialProcurement #SocialProcurement - making Procurement visible #Sourcing #manufacturing #procurement



**WANTED: Stamping Suppliers**

**Torben Link** • 1.  
Leiter Einkauf bei Steinbeis Papier GmbH #Einkauf #Digitalisierung #Nachhalt...  
5 Monate •

Salzsäure zur Anlieferung in DE-25348 Glückstadt gesucht.

Liebes Netzwerk, aufgrund höherer Gewalt ist der Markt für Salzsäure aktuell knapp.

Wir suchen Ware - kann jemand helfen?

Gebinde: IBC oder Tankwagen (bevorzugt)

Menge: Bestenfalls 6-12to

In der Konzentration sind wir komplett flexibel, aktuell setzen wir eine Salzsäure 30% ein.

Ich freue mich, wenn mich zielführende Tipps oder Angebote erreichen.  
Sowohl zur einmaligen Kollegenhilfe als auch zum Aufbau einer Geschäftsbeziehung.

#iambuying #wearebuying #socialprocurement #sourcing #chemie #einkauf  
#SocialProcurement - making Procurement visible

34 18 Kommentare • 9 direkt geteilte Beiträge

thysenkrupp Automation Engineering  
8.113 Follower:innen  
21 Std. •

Wir suchen nach neuen #Lieferanten im Bereich #Fertigungsteile für diverse Projekte.

Sie sind im Bereich #Drehen und #Fräsen von metallischen Werkstoffen erfahren und haben die Kapazität um Einzelteile innerhalb von 4 Wochen oder schneller zu fertigen?

Ihr Unternehmen ist in Deutschland ansässig oder Sie haben weitere Fragen?

Sophie Jachens freut sich auf eine Nachricht von Ihnen!

Sharing is caring - wenn Sie einen passenden Lieferanten kennen, markieren Sie diesen bitte in den Kommentaren.

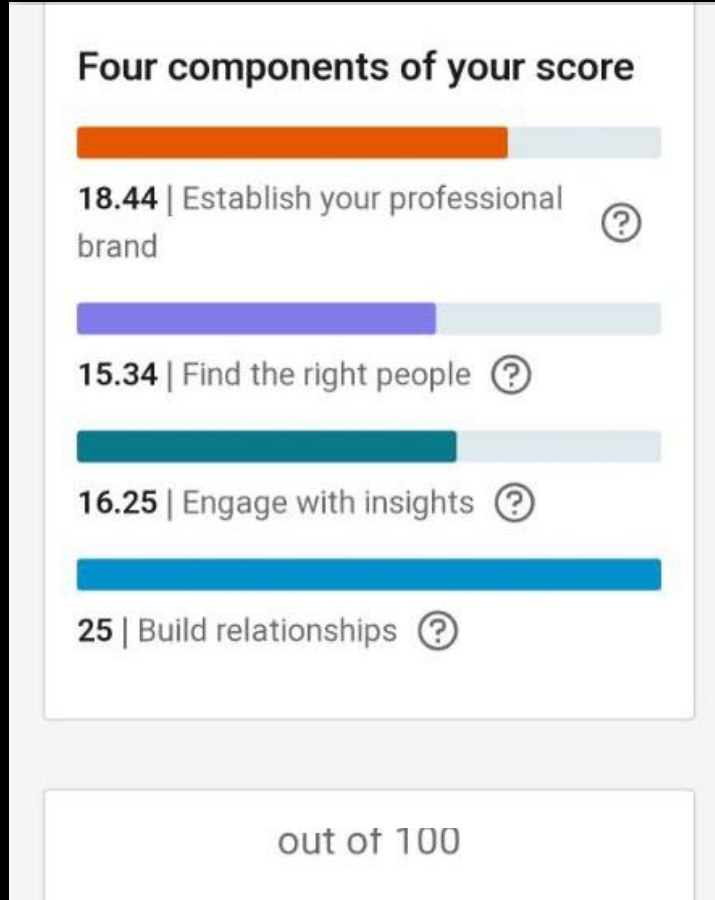
#IamBuying #WeAreBuying #SocialProcurement #Sourcing #Manufacturing #Manufacturers #Drilling #Milling #SocialProcurement - making Procurement visible



Gratulieren Sie ... @ Veröffentlichen



## How visible are you?



The SSI is a score that LinkedIn uses to determine your relevance in the network.





## How visited are you?

Kathrin Kubisch

#IamBuying: *Looking for suppliers*  
#smallseries #bearings #Fasteners  
| Expert Social Media Sourcing |  
#SocialProcurement Co-Founder | Speaker |  
Host | PMo3 | #WeareBuying

Vibracoustic Aftermarket • Technische Hochschule  
Nürnberg Georg Simon Ohm  
Schifferstadt, Rheinland-Pfalz, Deutschland

500+ Kontakte

Offen für Abschnitt hinzufügen

**Analysen**

889 Profilansichten  
Finden Sie heraus, wer Ihr Profil besucht hat.

27 Beitrag-Impressions  
Sehen Sie sich an, wer auf Ihre Beiträge reagiert hat.



Analysen & Tools

Dienstag, 13. Juni

**Analytics**

Überwachen Sie Ihre Leistung auf einen Blick oder erhalten Sie ausführlichere Einblicke, indem Sie unten auf Ihre Analysen klicken.

6,360 Impressions von Beiträgen ▲139% Letzte 7 Tage	3,856 Follower:innen insgesamt ▲0,7% Letzte 7 Tage
<b>993</b> Profilbesucher:innen Letzte 90 Tage	148 In Suchen erschienen Vorige Woche

**Profilthemen**

Ihre Themen erscheinen oben in Ihrem Profil, damit Ihre Zielgruppe sieht, was Ihnen am Herzen liegt.

Sie können bis zu 5 Themen auswählen.

#tech ✓ #procurement ✓ #globalsourcing ✓

## Boosting your Visibility



PROFILE



ACTIVITY

## Profile – you have to be a Superstar

**MARIO BRUGGMANN**  
SUPPLY CHAIN INNOVATOR

Source > Make > Deliver

Call me:  
**+41 79 830 98 19**  
or book an Online Meeting  
(via the link on the profile)

**#SOCIAL-PROCUREMENT**

**BRUGGMANNAGEMENT**

**Mario Bruggmann** (Supply Chain Innovator)

**#IamBuying** various industrial products **🔧** Creating Global Supply Chain and Procurement solutions for technical goods **🎓** Conducting training for various topics **🏢** Running the private initiative **#SocialProcurement**

talks about #tech, #procurement, #globalsourcing, #socialprocurement, and #supplychainmanagement

Greater Zurich Area · [Contact info](#)


[Direct Contact and Links](#)

**BRUGGMANNAGEMENT**

**AMBS** Alliance Manchester Business School

## Experience & Education


### Experience

 Interim Manager & Seminar Tutor  
Apr 2018 - Present · 5 yrs 3 mos  
Zürich und Umgebung, Schweiz

Interim Management (short- and long-term assignments), specifically in Supply Chain, Procurement and General Management roles. Acting in the line management, unlike a consultant or advisor... [...see more](#)

Skills: New Business Development · Supply Chain Management · Global Sourcing · Supply Chain · Unternehmensstrategie · Geschäftsführung


### Education

 Alliance Manchester Business School  
Global Master of Business Administration, Business Administration and Management  
2019 - 2020  
Grade: Distinction (75% in UK grading system)

Global General Management MBA Program for Senior Executives with Study Modules in Manchester, Dubai, Shanghai, Singapore and Sao Paulo.





## Further Must-Have Items

**About** 


🚀 With 25 years of experience in global Procurement and Supply Chain Management, I now **innovate** supply solutions for the most demanding industries with a focus on new and **creative** solutions!


Besides that, I run the private initiative #SocialProcurement to improve the supplier-customer matchmaking or ...see more


✦✦ **Top skills**  
Supply Chain Management • Global Sourcing • Procurement • Executive Management • Negotiation

**Skills** Demonstrate skills  

**Supply Chain Management**


 9 experiences across BRUGGMANNAGEMENT and 6 other companies


 Universität St. Gallen-Hochschule für Wirtschafts-, Rechts- und Sozialwissenschaften


 Endorsed by Jit Hinchman, M.Eng, M.Sc, CSCP, CLSS and 4 others who are highly skilled at this

Show all 5 details →


→



**Edit public profile & URL** 

Add profile in another language 


Call me:  
**+41 79 830 98 19**  
or book an Online Meeting  
(via the link on the profile) 

**People you may know**

 **Fabio M. H.**

**Featured**  

Post  
**Confidential:** For Procurement staff only! 🗝️...



Article  
**One cannot not negotiate**  
Mario Bruggmann

Article  
**Social Selling Expert**  
John Frederic Doe  
#SocialSelling is dead, long live #SocialProcurement - the End o...  
Mario Bruggmann on LinkedIn



## Check-List for your All-Star / Superstar Profile

### ➤ Profile Picture

- Headshot only
- #IamBuying-Frame for buyers (contact [Mario](#))

### ➤ Background Photo

- Any picture (basic) or  marketing picture (advanced)

### ➤ Headline

- You, in a Nutshell
- Use hashtags, emojis, and special characters

### ➤ About Section

- Tell your Story in at least 200 words
- Structure it, or  use emojis and special characters
- Add your top skills (2-5)

### ➤ Claim your

- Claim your personal URL

### ➤ Core Area (Job and Education)

- Complete, with no interruption > 1 month
- At least two jobs, ideally all
- Company/school pages connected (Logos)
- Connect most important skills

### ➤ Skills

- Insert 6-10 at minimum
- Connect them to the respective jobs and educations

### ➤ Language

- Insert your mother tongue and  additional languages

Boosting the Visibility of your Procurement Department



**And now, activity!**

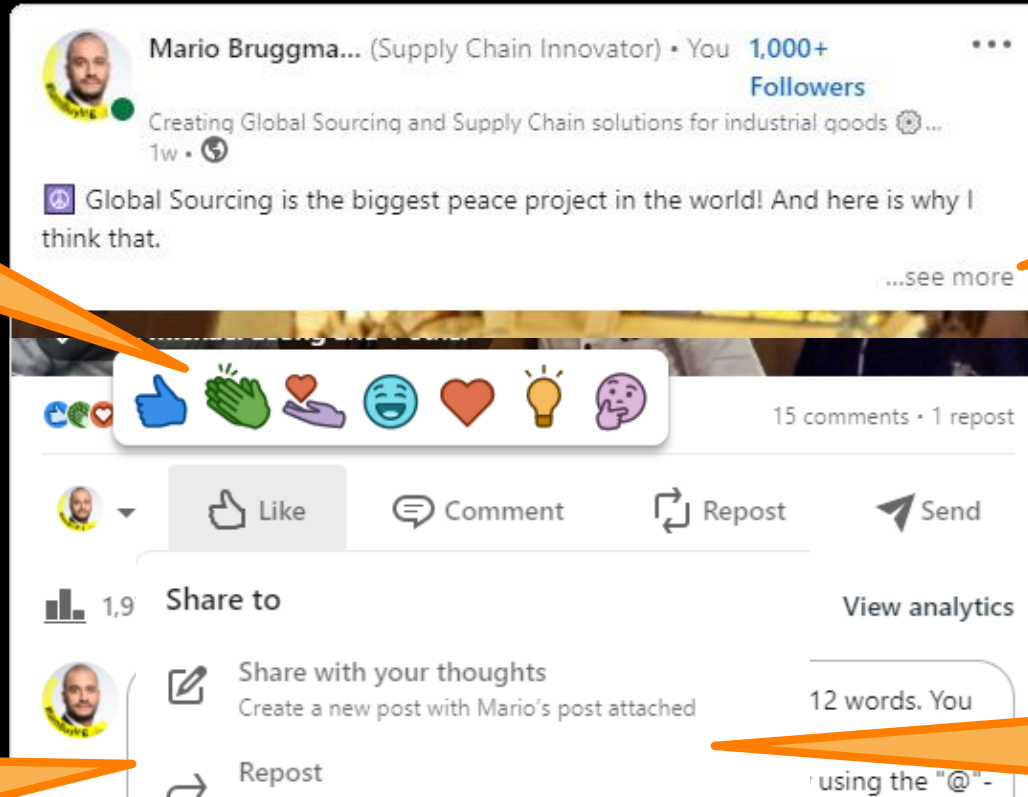
 **Do you need to post?**

## Interacting with Content

Reacting  
Differentiated  
**Medium impact**

Combinable...  
...but  
comment first!

Commenting  
Meaningful (checked by AI) and at least 12 words  
**Highest impact**



“see more” Click  
**Entry impact**

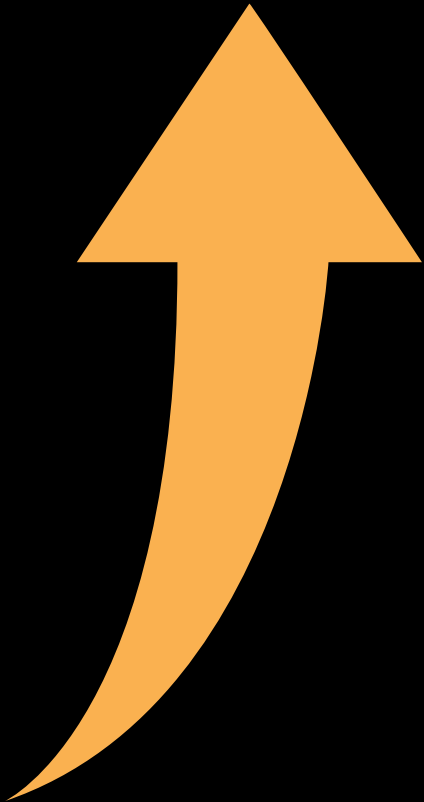
Dwelling  
The dwell time gives reach and trains the algorithm.  
**Entry impact**

Reposting/Sharing  
Use low-dose and with care because of complex conditions  
**Various impact...**  
...but mostly for OP!

You get 3 times more visibility if you interact daily (about 2 meaningful comments and 3 specific likes) and you improve your feed at the same time.



## Activity and chance to see further posts



- Liking someone's Post (+30%)
- Dwelling on a post for >16 seconds, clicking on "see more" (+25%)
- Commenting on or sharing a post (+70-80%, if done before Liking)
- Saving a post (some priority for next post, higher if you follow the OP)
- Follow a new connection (all posts within next 18 days)
- Follow a company (next post will be shown)
- Sending a direct message (+85%)
- Visiting a profile of a connection (next post will be shown)
- Endorsing a connection (next post will be shown)
- Recommending a connection (next post will be shown)

Boosting the Visibility of your Procurement Department

And now, let's try it!

**#SOCIAL** →  
**PROCUREMENT**



## The Result: Our Seat at the Table

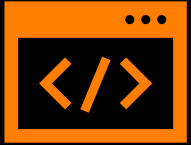


➤ **Visibility in other departments**

➤ **Visibility inside and outside the company**



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