

# Procurement Strategy Summit NSW

📅 17th September 2025    📍 Doltone House - Hyde Park, Sydney

## FEATURED SPEAKERS



**Natalie Budovsky**  
Chief Procurement Officer



**MACQUARIE**  
University  
SYDNEY • AUSTRALIA



**Jey Sivarajasingam**  
General Manager, Procurement

Greencross Pet  
Wellness Company **PETBARN**



**Joseph DeGrazia**  
Head of Contracts &  
Procurement



**Edward Baral**  
Portfolio Manager, Marketing &  
Print Procurement



**Charlotte Payne**  
General Manager



**Miranda Braga**  
Head of Procurement Excellence



## KEY TOPICS



Leading a Procurement  
team on a transformation  
journey



Discussing key priorities  
for risk management,  
sustainable practices and  
social procurement



Delivering long-term  
value through strategic  
sourcing & supplier  
engagement



Driving innovative &  
sustainable procurement  
practices whilst  
mitigating supply risks

## WHO WILL ATTEND

Direct Procurement

Strategic Sourcing

Vendor Management

Indirect Procurement

Category Management

Supplier Management

# Procurement Strategy Summit NSW

## AGENDA

### 8:30AM REGISTRATION & REFRESHMENTS

### 9:00AM WELCOME REMARKS FROM CHAIRPERSON

**Charlotte Payne**, General Manager, CIPS

### 9:10AM ATTENDEE SPOTLIGHT

Highlighting key priorities and challenges for procurement leaders in 2025

### 9:40AM PANEL DISCUSSION

Leading a Procurement Team on a Transformation Journey

- Best practices on procurement excellence in 2025: How to stay relevant & innovative
- Realigning strategic scope of procurement in a project environment to remain adaptable
- Successfully navigating transformation in a complex business environment
- Building team's skills and capabilities to future-proof the business and remain resilient

**Natalie Budovsky**, Chief Procurement Officer, Macquarie University

**Jey Sivarajasingam**, General Manager, Procurement, Greencross Pet Wellness

**Sam Jarvis**, General Manager Supply Chain & Procurement, Zambrero

Moderator: **GEP**

### 10:20AM CASE STUDY

Agentic AI for Procurement - Boosting efficiency & value

### 10:50AM MORNING TEA & NETWORKING

### 11:20AM AUDIENCE INTERACTIVE

Simulation Scenario - Procurement Leader of 2050

Visualise the essential attributes of procurement leaders in 2050

### 11:50AM PANEL DISCUSSION

Driving Innovative & Sustainable Procurement Practices Whilst Mitigating Supply Risks

- Exploring the use cases for AI to drive innovation in procurement for ongoing improvement
- Sharing best practices & tactics in sustainable sourcing & vendor relationship management
- Addressing challenges with managing supplier risk in a volatile market
- Promoting effective internal collaboration and governance oversight

**Miranda Braga**, Head of Procurement Excellence, TPG Telecom

**Joseph DeGrazia**, Head of Contracts & Procurement, Ampol

**Edward Blix**, Head of Procurement Excellence, Atlassian

**Carsten Primdal**, Sustainable Procurement Lead, IAG

Moderator: **Achilles**

### 12:30PM PRESENTATION

Beyond the Buzz: How Procurement is Delivering Real-World AI Wins

### 1:00PM LUNCH & NETWORKING

### 1:40PM INTERACTIVE WORKSHOPS

- Implementing social & sustainable procurement initiatives as part of wider business strategy
- Supplier pre-qualification challenges: How to take relationships further & do more with key suppliers
- Key tips & tricks for change management whilst on a transformation journey
- Overcoming skill shortages and bridging knowledge gaps within your organisation

### 2:20PM PANEL DISCUSSION

Delivering Long Term Value Through Strategic Sourcing & Supplier Engagement

- Exploring best in class category management strategies to support stakeholder requirements
- Creating value in procurement & supporting risk-management in decision-making
- Creating strategic supplier relationships driven by actionable insights
- Leveraging category spend to help drive outcome focused value add across multiple channels

**Federico Huergo**, APAC Sourcing Director, Salesforce

**Sherwin Elias**, Head of Procurement - Oceania, DHL

**Edward Baral**, Portfolio Manager, Marketing & Print Procurement, Woolworths

**Gigi Tam**, Head of Group Procurement, Volkswagen

### 3:00PM PRESENTATION

AI in Procurement: Achieving Procurement Excellence and Strategic Value in 2025

### 3:30PM AFTERNOON TEA & NETWORKING

### 3:50PM CLOSING KEYNOTE

Addressing Modern Slavery, Climate Change & Indigenous Procurement

### 4:20PM CLOSING REMARKS

### 4:30PM NETWORKING DRINKS

### 5:30PM EVENT CONCLUDES