

2012 TOP 25 WOMEN IN POWER IMPACTING DIVERSITY





WOMEN IN POWER

BRING CARING AND DETERMINATION TO SUPPLIER DIVERSITY

Women in Power use their power wisely. They are responsible for developing supplier diversity in their respective organizations, but that doesn't fully define the many roles filled by these experienced and talented women. Studies have shown that men and women approach management functions differently with women finding the greatest satisfaction managing jobs that have meaning to their lives and the lives of others. That is clearly seen in the variety of caring and innovative ways that supplier diversity programs are designed and developed by the Women in Power. These women would never be satisfied with a supplier diversity program that merely reports spend. They have developed vibrant, expansive and embracing supplier diversity programs that show an unprecedented level of caring for the success of minority and women business owners.

Each one of the Women in Power has developed a unique approach to supplier diversity, and the companies they work for appreciate and understand the important contributions they make to corporate success. A diverse supply chain has proven over and over again to create a competitive advantage for buying companies. In these tough economic times, developing innovative approaches for bringing goods and services to the marketplace has never been more important. Reading through the short bios, it quickly becomes apparent that this unique group of women has turned caring for their communities, corporate stakeholders and suppliers into effective programs that enhance the quality of the respective supply chains.

The 25 women in this article are Women in Power, but this power is derived from more than corporate position. They are innovators, creators, mentors, coaches and champions of diversity, and that is the source of their real power. They have the power to create opportunities for underrepresented minority and women owners to enter the corporate supply chains using a wide range of approaches. They expand diversity in nontraditional technical and scientific industries like Aerospace and Pharmaceutical. Some of the women develop programs that focus on forming alliances and relationship building. Many of the Women in Power had to start with the basics before growing supplier diversity because corporate the culture needed to be incrementally changed first before diversity would be actively promoted and diverse suppliers would have honest opportunities. In other cases, the supplier diversity manager had to maintain active supplier diversity programs despite major corporate shakeups like mergers and expansion into global markets.

Despite the uniqueness of each approach to supplier diversity, the Women in Power all have some thing in common – caring and determination. What their companies have discovered is that the women are forward thinkers who can already envision a corporate world that provides equal opportunities to all qualified suppliers without regard for race, gender, ethnicity, sexual orientation or business size. Getting to that brave new world is a journey that is made much easier by their efforts.



Karmetria Burton Develops Best-in-Class Program

Karmetria Burton is the general manager of Supplier Diversity for Delta Air Lines, and approaches the position with a broad perspective having been a minority business owner herself. Her ultimate goal is to develop a quality Best-In-Class Supplier Diversity program that makes Delta an industry leader. The first step was implementing the Supplier Diversity Champions program, which raises in-house awareness of the importance of the supplier diversity strategy. She also established the Individual Procurement Meetings at which qualified diverse suppliers are strategically introduced into the procurement process. The onboarding process has enabled Delta to procure business from several of the most innovative, competent and competitive MWBEs. Recently, Delta also instituted the Best Practices Business Series, which focuses on Supplier diversity and procurement best practices.



Karmetria Burton
General Manager,
Supplier Diversity,
Delta Airlines



Delta was awarded the 2011 George Lottier Rising Star Award and the Executive of the year award by the Georgia Minority Supplier Development Council (GMSDC). Burton’s efforts have been recognized by the Greater Women’s Business Council (GWBC) as the Advocate of the Year. In the past, she earned the 2005 Trailblazer Award presented by the Black Business Professionals and Entrepreneurs. The awards represent her extraordinary efforts to develop women and minority business owners.

Favorite Quote:

“Go Over, Go Under, Go Around or Go Through, But Never Give Up!”
- Anonymous