



# Strategic Sourcing Training Aligns Global Team Members

How SIG University Helped International Procurement Teams Develop a Common Language

Over the past 25 years, Joseph Martinez has served as a global Chief Procurement Officer (CPO) for several large organizations, including a major financial services institution.

As someone who believes in the importance of continued training and development, Martinez has earned several professional certifications. In each of his CPO roles, he wanted to bring the value of that education to his teams, which were spread across the globe.

# The Challenge

With team members in the U.S., India, Singapore, Japan and Poland, Martinez needed training that worked across geographies and skill sets.



**“ I wanted a platform that allowed them to do the work within their own time frames, and a program that would create a bedrock of strategic sourcing knowledge across the organization,” he said.**

Martinez’s procurement team included professionals from many different career paths and with varying degrees of sourcing experience. Implementing a baseline understanding and taxonomy was critical for their success.

# The Solution

Martinez holds Certified Sourcing Professional (CSP) and Certified Third Party Risk Management Professional (C3PRMP) certifications from SIG University, plus certifications from other sourcing training programs. He chose SIG University to certify his team for several reasons.

First, SIG University’s learning model allows students to complete their weekly lessons and quizzes when they have time, but the structured pacing ensures they progress together through the program.

Martinez also appreciated SIG University’s holistic, modern approach to training.

**“ Within the Certified Sourcing Professional program, they touch on finance, on accounting and on risk. It helps students see how procurement fits into the business’ overall ecosystem,” he said. “That kind of insight is so valuable. It enables you to understand how what you’re doing correlates with what the rest of the organization is doing.”**



Other programs, Martinez explained, focus almost exclusively on memorization for exam preparation. But once the exam is over, students forget what they've learned because they never had to apply it.

SIG University's modules build on previous knowledge, which helps students develop a deeper understanding of what they're learning. The content combines strategic concepts with practical applications, such as showing students how to create a model to rate an RFP response and required participation in a discussion form.

## The Results

For Martinez's teams, the SIG University experience helped build a better baseline knowledge in sourcing.

"Now we're all playing off the same sheet music, rather than someone playing rock and roll and some playing the ukulele," Martinez said. "SIG University creates a consistent language and vocabulary, and conceptually, helps us all understand what each person is doing."

To drive home the value of the advanced training programs and the camaraderie they create, Martinez made graduation from SIG University a special, all-hands occasion for his teams.

**“ I think it's really important to build a culture of learning,” he said. “If someone had offered SIG University to me when I was just starting my career, I would have become a CPO 10 years earlier than I did.”**

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