



**boom! New global community for women in supply chain launches
with MSD as founding sponsor.**

London UK, 11 July 2019. A new community for women working in supply chain has signed up one of the world's largest pharmaceutical companies, MSD¹, as its founding sponsor. *boom!* was set up earlier this year by supply chain industry analyst and performance coach [Beth Morgan](#) with the aim of advancing and accelerating the role and careers of women working in the sector throughout the world.

In addition to its role as sponsor, MSD will become a corporate member of boom!, offering its employees access to the community's learning and professional development resources, support and connections.

"There are many talented women in the supply chain sector who will benefit from the global reach of boom!," commented Quentin Roach, chief procurement officer and senior vice president of global supplier management and workplace & enterprise services groups at MSD. "With a personal priority on enhancing and advancing diverse talent within the supply chain profession, we're proud to be supporting this important initiative which will continue to prepare extraordinary personnel at every stage in the talent pipeline while giving a much-needed boost to the progress that women have already made in their supply chain careers. We are very excited to be able to offer our own colleagues access the inspiration, learning and support that is offered by the boom! community."

"I'm delighted and honoured by MSD's decision to support boom!," commented Beth Morgan, founder & CEO of boom! "Our community is designed not only to empower women but also to help leaders of supply chain organisations to understand and nurture female talent in a way that creates a richness of opportunity for all. At a time when women fill just over a tenth of senior positions in the supply chain, our aim is to reach the people who will be tomorrow's leaders. MSD is not only investing in its own future but is helping us to work towards gender parity in the supply chain profession as a whole."

¹ MSD is a trade name of Merck & Co., Inc., with headquarters in Kenilworth, NJ, USA.

Notes to editors:

According to Gartner's 2019 *Women in Supply Chain* survey, women represent only 39% of the total supply chain workforce. While annual improvements in representation have taken place at several levels, there is only 11% representation at the CSCO/EVP/SVP/CPO level, representing a decrease over the last two years.

The boom! community aims to:

- Enable the advancement and acceleration of the role and careers of women in supply chain by providing wide-range access to inspiration and experience, knowledge and support.
- Recognise and celebrate successes within the supply chain community.
- Promote greater gender diversity and equality throughout all echelons of supply chain organisations
- Reinforce the supply chain profession as an attractive destination career for future generations of female talent.

Until the end of August, boom! is welcoming members to join the community free of charge for six months (to end February 2020 (subject to eligibility) via <http://members.boomglobalnetwork.com>

About Beth Morgan

Beth has worked in the supply chain sphere for almost two decades, starting her career with global supply chain analyst firm AMR Research in 2000. Most recently she was research vice president for SCM World, a Gartner community for global chief supply chain officers and their teams. A certified member of the International Coach Federation, the world's largest organisation of professional trained coaches, Beth has always had a focus on people in the supply chain and understands how the development and nurture of teams can transform organisations in this sector.

More about boom!

boom! is the global community for women working in supply chain who want to reach full potential in their professional lives in harmony with their personal lives. Founded in 2019, the boom! community has already attracted over 150 members from 17 countries.

Membership of the community provides access to content and resources designed to help enable the advancement and acceleration of the role and careers of women in the supply chain industry through inspiration and learning, as well as connection with female peers around the world.

The boom! community is guided by an Executive Advisory Board of influential supply chain and business operations leaders from Burberry, GE Appliances (a Haier company), The

Hershey Company, Merck & Co, Inc., Microsoft, Mondelēz International, New Balance, Schneider Electric and Unilever.

A complementary Community Advisory Board of active boom! members represents and advocates for the boom! community. This includes professionals from companies including Canadian Tire, Colgate-Palmolive, Cummins, Henkel and pladis.

More information is available at <http://www.boomglobalnetwork.com>

boom! Global Limited trades as boom! and is incorporated in England and Wales (company no. 11920016).

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