



**boom! Global Network partners with Kinaxis  
to help employers understand what  
today's supply chain professional needs to succeed**

**London, UK, 24 May 2022.** boom!, the global network for women in supply chain, has announced the launch of its third annual survey of the supply chain profession. The online survey asks the question: "What does the thriving supply chain professional need to succeed?"

"Competition for supply chain talent is greater than ever before," said boom! founder and CEO Beth Morgan. "At the same time, the pandemic has changed expectations around how and where we work, creating opportunities for companies to re-examine how best to support the wellbeing and ongoing development of their employees. How employers respond to this new working landscape will determine their success in attracting, retaining, and developing talent. This survey aims to profile the evolving needs and demands of today's supply chain professional and what they look for in their employer of choice."

This year's survey is sponsored by Kinaxis® Inc., the authority in driving agility for fast, confident decision-making in an unpredictable world. "As a company with a reputation for creating a culture based on empowering its people, I'm delighted to welcome Kinaxis as our first ever survey sponsor," said Morgan.

"Everything we do at Kinaxis centres around our core value that people matter here. As companies and their supply chains adapt to ongoing disruption and new ways of working, the need to retain and develop supply chain talent is crucial. To best support supply chain professionals, we must understand their evolving needs and what matters most to them," said Anne Robinson, PhD, Chief Strategy Officer at Kinaxis. "We are thrilled to be sponsoring this year's survey for boom! as we continue to shape the future of supply chains."

By polling practitioners, consultants, technology vendors and service providers across the sector, the survey seeks to provide a grass roots perspective on:

- What's driving the Great Resignation in supply chain
- Trends in career planning and progression
- The key attributes employees value and expect from their employer and line manager
- The benefits, resources, and other elements needed to thrive in their roles
- The ingredients that keep supply chain professionals motivated and engaged

Open to all professionals across the supply chain sector, the survey is available now at <https://www.surveymonkey.co.uk/r/boomsurvey2022nr>

The results of the survey will be available later this year.

### **Contact**

For more information contact Erin Meehan at [hello@boomglobalnetwork.com](mailto:hello@boomglobalnetwork.com).

### **About boom!**

boom! brings together a powerful, cross-industry community of female supply chain professionals for inspiration, learning, growth, action and celebration. Founded in 2019, the community has attracted hundreds of members from 42 countries worldwide. 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 sector.

The boom! community is guided by an Executive Advisory Board of influential supply chain and business operations leaders from Bath & Body Works, Burberry, The Estée Lauder Companies, MSD, Microsoft, Mondelēz International, New Balance, Nomad Foods and Unilever. Other corporate members include Cargill, Coca-Cola Europacific Partners, Colgate-Palmolive, Diageo, Electrocomponents, GE Appliances, and UChicago Medicine. For more about boom! visit [boomglobalnetwork.com](http://boomglobalnetwork.com) or follow us on [LinkedIn](#).

### **About Kinaxis Inc.**

Everyday volatility and uncertainty demand quick action. Kinaxis® delivers the agility to make fast, confident decisions across integrated business planning and the digital supply chain.

People can plan better, live better and change the world. Trusted by innovative brands, we combine human intelligence with AI and concurrent planning to help companies plan for any future, monitor risks and opportunities and respond at the pace of change. Powered by an extensible, cloud-based platform, Kinaxis delivers industry-proven applications so everyone can know sooner, act faster and remove waste. For more Kinaxis news, visit [Kinaxis.com](https://www.kinaxis.com) or follow us on [LinkedIn](#) or [Twitter](#).

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