



GSA partners with D/SRUPTION to address the key questions around disruption, innovation and digital transformation

The Global Sourcing Association (GSA) and D/SRUPTION have today announced a partnership that will focus on dispelling the myths surrounding technology, disruption and innovation and their impact on evolving business models.

With digital transformation pervading the global sourcing industry at an unprecedented scale and with increasing momentum, the GSA is committed to helping their members make sense of a rapidly changing ecosystem, better understand the emerging technologies most likely to impact them, and realise the full potential of the industry. As part of their **Transformational Roadmap** aimed at helping the industry navigate the complexities of a digital world, the GSA has partnered with D/SRUPTION, a magazine and web-site that looks beyond the alarmist headlines and proliferation of buzzwords surrounding emerging technology and innovation, and provides clarity where there is confusion and understanding where there is ignorance.

The partnership agreement sees the two organisations come together to deliver a programme of knowledge-sharing initiatives and dissemination of thought-leadership content to benefit members and subscribers alike throughout 2017.

Key activities under the partnership programme include

- Joint distribution of the latest insights and interviews with leading experts on everything from AI, Future of Work and IoT to FinTech, Blockchain and Wearable Technology.
- Sharing knowledge and case studies at key seminars
- Promotion of industry events surrounding technology, innovation and digital transformation
- Reciprocal discounts for members and subscribers

Kerry Hallard, CEO of the Global Sourcing Association UK, commented “D/SRUPTION is an innovative, dynamic and highly informative publication, and is itself disrupting the technology publication space with the quality of its content, insights and presentation. We are delighted to partner with them to develop a programme that will greatly benefit GSA members as they grapple with the challenges of a dramatically evolving sourcing industry.”

Rob Prevett, Managing Director of D/SRUPTION, said “The business world is changing at a scale and speed previously unimaginable. As businesses focus on their core competencies sourcing will play an ever more crucial role for businesses looking to succeed in the digital age. D/SRUPTION are excited to be partnering with The Global Sourcing Association who bring with them a wealth of knowledge and experience around the sourcing sector. Together we aim to help navigate the technologies and business models reshaping the industry.”



About the GSA

The Global Sourcing Association (GSA) is the industry association and professional body for the global sourcing industry, and home of the Global Sourcing Standard. Its overriding objective is the ongoing development and dissemination of the Standard and supporting portfolio of to improve the benefits from, and positive reputation and therefore size of, the global sourcing industry.

The GSA also serves to share best practice, trends and connections across the globe and to bring the global community together in a wholly interactive manner for the first time. The Global Sourcing Association UK, also known as GSA-UK, was formerly known as the National Outsourcing Association in the UK.

About D/SRUPTION

Emerging technologies and innovative new business models are transforming life, business and the global economy at a speed never seen before. As technologies including 3D Printing, Advanced Robotics, Blockchain, Internet of Things, Artificial Intelligence, Autonomous Vehicles and Virtual Reality dramatically reshape the modern world, businesses set up in less fluid times are having to make increasingly complex and critical decisions against the ticking clock of change. But looking beyond the alarmist headlines and the proliferation of buzzwords surrounding technological disruption, many business leaders still lack a source of expert opinion and analysis of this ongoing digital transformation. That's where D/SRUPTION steps in.

D/SRUPTION is a magazine and website offering essential information and insights for business leaders. They have created a unique ecosystem, bringing together business leaders across enterprise, start-up, consultancy, and investments firms to address the key questions around disruption, innovation and digital transformation.

You can register to receive the digital edition of D/SRUPTION Magazine and FREE weekly insights newsletters.

Media Enquiries

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Kerry Hallard, President of the Global Sourcing Association and CEO of the [GSA UK](#), is available for interview – please contact Tom Quigley.

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