



## **Denali Group Vice President Alan Veeck Named 2013 “Pros to Know”**

### **Award Winner by *Supply & Demand Chain Executive Magazine***

#### **Leading Business Magazine Recognizes Top Supply-and-Demand-Chain Professionals**

**PITTSBURGH, PA; February 22, 2013**—Denali Group Vice President **Alan C. Veeck, Ph.D.**, has been named as a **2013 “Pros to Know”** award winner by *Supply & Demand Chain Executive Magazine*. The prestigious honor was bestowed upon Veeck for his ability to transform client organizations and build better stakeholder relationships, giving clients a true competitive advantage.

Veeck is vice president of Denali Sourcing Services—a service line within Denali Group that focuses on providing on-demand sourcing execution services to the Global 1000. This prestigious award highlights Veeck’s professional abilities in developing collaborative relationships with procurement executives to improve their organizations’ effectiveness, efficiency, and reach.

“It’s an honor to be recognized by *Supply & Demand Chain Executive Magazine* as a 2013 ‘Pros to Know,’” said Veeck. “I firmly believe that procurement is vitally important to the strength of an entire enterprise, but is underleveraged today. Because it’s underinvested in by the leadership of many organizations, my goal is to shine a bright light on procurement’s value and offer advanced sourcing tools and techniques, including reverse auctions, should-cost models, and rapid-sourcing techniques.”

Honoring the supply chain's best and brightest, *Supply & Demand Chain Executive's* "Pros to Know" honorees include professionals proactively working to improve business functions in a number of categories, including manufacturing and production output, procurement, logistics, risk-mitigation strategies, sourcing, financial operations, packaging and distribution, and transportation.

Now in its thirteenth year, the *Supply & Demand Chain Executive* "Pros to Know" awards recognize both ends of the supply chain, selecting from nearly 400 applicants. This includes honoring the "providers": individuals from software firms, service providers, consultancies, or academia who help their supply chain clients or the supply chain community prepare to meet industry challenges. Also recognized are "practitioners": supply chain executives who demonstrate leadership by managing risk in the supply chain provide competitive advantage, and deliver value to the bottom line.

"The efforts that a number of the industry's leading executives continue to take to improve their business's functionality and in turn, progress the global supply chain—this was one of the main reasons we started the 'Pros to Know' awards in the first place," said Barry Hochfelder, editor, *Supply & Demand Chain Executive*.

Prior to joining Denali Sourcing Sources, Veeck spent seven years at Ariba (formerly FreeMarkets), working with many of the company's largest customers from multiple industries and managing Ariba's acquisition integration activities. Earlier in his career, Veeck was an associate at McKinsey & Company, where he worked extensively within the purchasing and supply management practice and served a range of Global 1000 clients in the healthcare and diversified-manufacturing industries.

Veeck holds a bachelor's degree in chemistry from the College of William and Mary in Virginia and a Ph.D. in chemistry from the University of California, Berkeley. He lives with his wife and four children in Sewickley, Pennsylvania.

The full list of 2013 "Pros to Know" award winners is available at [www.sdexec.com](http://www.sdexec.com). The expanded awards coverage and winners list will appear in the March 2013 issue of *Supply & Demand Chain Executive* magazine and online thereafter.

### **About Denali Group**

Founded in 1996, Denali Group collaborates with supply chain and procurement professionals to deliver more value, faster and more efficiently. Denali Group's innovative solutions help Global 1000 companies transform organizational capabilities, improve execution efficiencies, increase spend under management, and accelerate time to savings. With an impressive growth rate, for the past three years Denali Group has been named to the *Inc. 500/5000*—an exclusive group of America's fastest growing companies.

Denali Group services include **Denali Consulting**—procurement transformation and supply chain optimization; **Denali Sourcing Services**—managed sourcing execution and procurement outsourcing; **Denali Intelligence**—subscription and custom supply market intelligence; and **Denali Recruiting & Staffing**—supply chain recruiting and staffing

### **About *Supply & Demand Chain Executive***

*Supply & Demand Chain Executive* is the executive's user manual for successful supply and demand chain transformation, utilizing hard-hitting analysis, viewpoints and unbiased case studies to steer executives and supply management professionals through the complicated, yet critical, world of supply and demand chain enablement to gain competitive advantage. [www.SDCExec.com](http://www.SDCExec.com)

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