

The Association for Supply Chain Management Launches Supplier Relationship Management Certificate

Unique, self-paced program provides extensive knowledge and tools to build stronger, more valuable supplier relationships

CHICAGO – July 9, 2024 – Today, the [Association for Supply Chain Management](https://www.ascm.org) (ASCM), the global pacesetter of organizational transformation, talent development, and supply chain innovation, expanded its suite of certificates with the launch of its new Supplier Relationship Management (SRM) Certificate. Supply chains continue to face volatility and unpredictable patterns, as evidenced by recent global events such as the attacks in the Red Sea, drought in the Panama Canal, and Baltimore bridge collapse. The SRM Certificate program guides supply chain professionals on how to cultivate and sustain strong supplier relationships to ensure long-term resilience and mitigate risk.

“The last few years have taught the entire supply chain industry the critical importance of establishing close supplier relationships to help navigate unexpected disruptions and maintain communication to overcome obstacles,” said Lisa Sallstrom, ASCM executive vice president, product management. “When disaster strikes and businesses are left scrambling to find alternative sources for key materials and products, it becomes exceedingly clear that a strong and reliable supplier network is invaluable.”

ASCM's self-paced SRM Certificate program offers comprehensive training in multiple areas of supplier relationship management, empowering supply chain, procurement, operations professionals, and business leaders with the expertise to optimize supplier performance, negotiate favorable contracts, mitigate risks, and propel continuous improvement throughout the supply chain. With 20 hours of in-depth learning content, this certificate program is an ideal way to master the essential skills needed to cultivate successful supplier relationships.

Certificate earners will be equipped to:

- Identify and evaluate potential suppliers and their capabilities
- Understand the difference between vendor, strategic alliance and partnership relationships
- Negotiate supplier contracts and agreements
- Navigate SRM challenges and implement solutions to overcome them
- Assess, evaluate and provide feedback on supplier performance
- Measure supplier performance using key metrics
- Outline strategies, policies and procedures for managing supplier risks
- Leverage technology and understand the impact of AI on SRM practices

Upon successful completion of the SRM program, individuals will have the knowledge to transform their supplier and vendor relationships, evaluate the benefits and risks associated with suppliers and enhance organizational efficiency and drive value across their supply chain.

The program is geared toward early, mid- and director-level professionals involved in overseeing and managing supply chains, the procurement process, and department/division initiatives. ASCM's certificate programs offer a flexible way to develop the knowledge and skills required to advance your career.

Learn more about the [Supplier Relationship Management](#) Certificate and ASCM's [full suite of certificates](#).

About ASCM

The Association for Supply Chain Management (ASCM) is the global pacesetter of organizational transformation, talent development and supply chain innovation. As the largest association for supply chain, ASCM members and worldwide alliances fuel innovation and inspire accountability for resilient, dynamic and sustainable operations. ASCM is built on a foundation of world-class APICS education, certification and career resources, which encompass award-winning workforce development, relevant content, groundbreaking industry standards and a diverse community of professionals to create a better world through supply chain.

To learn more, visit ascm.org.

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