



# The Future of Procurement is Social Media – And it has already begun!

How social media is reshaping business procurement strategies

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CEO of BRUGGMANNAGEMENT  
Founder of #SocialProcurement

26 June 2025 | Procurement Summit 2025 | Hamburg

# About me - Education

## A life with passion for Supply Chain Management, Procurement and Technology

- Education (degrees)
  - Master of Business Administration (Global Management)  
University of Manchester - Alliance Manchester Business School
  - European Master Logistician on the Strategic Management Level  
ELA - European Logistics Association  
Executive Diploma HSG in Logistics Management  
HSG - University of St. Gallen
  - Diploma in General Management SKO/NbW  
NbW - Netzwerk für betriebswirtschaftliche Weiterbildung
  - Electronics Engineer, Swiss Federal Diploma of Vocational Education and Training  
Spectrospin AG (now: Bruker Biospin AG) and BZU
- Professional Development (extract)
  - Management of remote Teams
  - Best in Class Category/Commodity Management
  - Risk Management in Electronics Supply Chains
  - Lean approach Production Planning and Controlling
  - Internal Auditor for QM-Systems according to ISO9001
  - Various Negotiation Certifications



# About me - Job History

## Progressive Career in technical Management Roles

- **Interim Manager & Course Trainer, BRUGGMANNAGEMENT**
- Chief Executive Officer, GSS-Novia Group
- Head of Global Supply Chain Development, Jakob Müller Holding
- Head of Supply Chain Europe, SFS Group
- Category Manager / Strategic Procurement Expert, V-ZUG
- Director of Global Sourcing, Medela Group  
Managing Director, Medela Singapore  
Director of Global Sourcing, Medela Group
- Global Supply Chain Manager, Tecan Group
- Production Controller / Supply Chain Manager, Schmid Telecom AG  
Head of Test Center, Schmid Telecom AG
- Head of Electronics Production, SPEAG  
Industrialization Engineer, SPEAG



# Trainings I Regularly Conduct

Contact me for information

Special Offer for Procurement Summit 2025 attendees with Code “**PS25T**” during 2025:

- Free Course Configuration (worth CHF 500.-)
- 10% Discount on course fee

Negotiation Training

Advanced Negotiation Training

New:  
Also as 3 days  
Masterclass

Category/  
Commodity  
Management

Advanced  
Category  
Management

New:  
Also as 3 days  
Masterclass

Procurement  
Controlling

Supply Chain  
Controlling

Procurement  
Organisation

Intercultural  
Training (US/EU/  
APAC/LATAM)

Procurement of  
Electronics

Procurement of  
Medical Devices

Track & Trace  
Training/  
Workshop

Purchase to Pay  
Training/  
Workshop

**#SOCIAL**  
**PROCUREMENT**

DESTINATION TIME

26 JUNE 2025

SOURCING MODE

#SOCIALPROCUREMENT

TIME TRAVEL PROTOCOL

ENGAGED

What if procurement was faster than sales?

## Procurement



## Sales



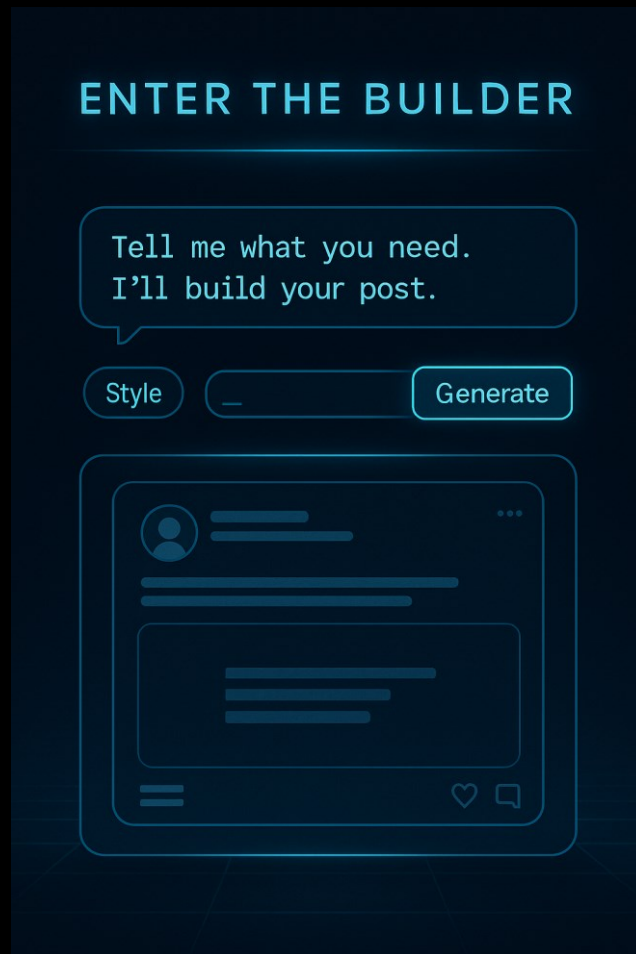
## Why Visibility Matters in 2025

- **Buyer profiles replace inquiry tools**
- **Sourcing happens in public**
- **Visibility = survival factor**
- **Active Sourcing instead of passive Research**





## AI Support | Meet the #SocialProcurement Builder



Who are you?

I am the #SocialProcurement Builder, a LinkedIn-optimized assistant designed for procurement professionals who want to find new suppliers using social media. I help you create algorithm-friendly, targeted search posts to increase your visibility and sourcing success. Inspired by "Back to the Future," I blend modern content strategy with traditional procurement logic. I rely on the newest LinkedIn data to boost engagement and connect you with the right suppliers faster. I'm not about ESG or social impact — my focus is supplier discovery, not sustainability. Think of me as your strategic shortcut to smarter, faster, and more visible B2B sourcing online.





## #SocialProcurement Builder: Creating a Search Post

Help me write a supplier search post.

### Quick Info I Need From You:

1. What exactly are you looking to buy?
  - Be specific – a product, component, service, technology, etc.
2. What kind of supplier are you looking for?
  - Region, size, certifications, experience level, etc.
3. Any key requirements or constraints?
  - Technical specs, delivery time, sustainability, compliance, etc.
4. How do you want suppliers to contact you?
  - Comment, DM, email, link to a form?
5. Do you want your company name mentioned?
  - Or should it stay anonymous for now?
6. Preferred tone?
  - Friendly, professional, urgent, curious, etc.
7. Deadline (if any)?
8. Do you already have the #IamBuying profile frame active?
  - If not, you can get it here: <https://socialprocurement.net/iambuying-frame/>

1. Turned and milling parts, made on a 5-axis machine.
2. Must be in an EU country and have ISO 9001.
3. Must be able to process aluminium and titanium.
4. Comment under the post.
5. My Company is BRUGGMANNAGEMENT.
6. Social Media Style
7. End of July
8. Yes!

### ✓ Your Supplier Search Post (Ready to Copy & Paste)

- 🚩 We're Buying – 5-Axis Machined Parts Needed!
- 📅 Deadline: End of July
- ✍️ Company: BRUGGMANNAGEMENT

I'm currently sourcing **turned and milled parts made on 5-axis CNC machines**.  
We need **reliable, certified EU-based suppliers** who can work with:

- ✓ Aluminium
- ✓ Titanium
- ✓ ISO 9001 certified

If this fits your capabilities — or if you know someone who'd be perfect —

💬 **drop a comment below** and I'll be in touch!

Let's connect through #SocialProcurement and make buying smarter and faster.

#IamBuying #SocialProcurement #5AxisMachining #CNCparts #AluminiumTitanium

## The Result

Stats after 24 hours



10'076



6'423



41



58



6



31



Social Media is not just a marketing channel...



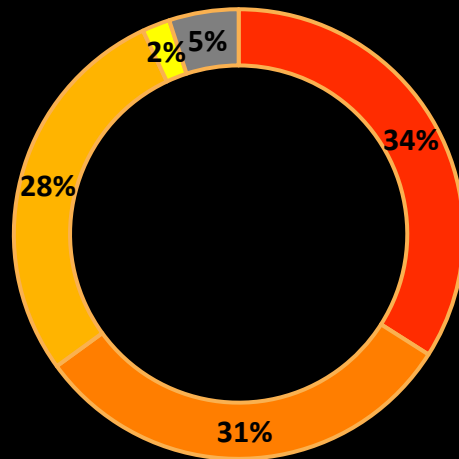
... it is our  
marketplace!

## Sourcing Strategy: System or Platform?



## What the Algorithm Favors in 2025

Feed Composition



- Ads (Sponsored) 34%
- Top Creators 31%
- Community Engagement 28%
- Company Pages 2%
- Misc/Other 5%

➡ **Reach comes from people, not logos!**

## From Hidden Hero to Front Runner



## Your next Step

Get the  
#IamBuying  
Frame



Optimise  
your profile



Inspect  
your profile  
and activity



Draft your  
first search  
post



## The future is here – take the driver seat!

Bühne: ZUGSPITZE MASTERCLASSES  
Datum: Donnerstag, 26. Juni 2025  
Uhrzeit: 14:30  
Typ: Vortrag

### Die Zukunft der Beschaffung ist Social Media – und sie hat längst begonnen!

Vergiss Suchmaschinen und Ausschreibungsportale. Wer in der Beschaffung von morgen noch am Puls sein will, muss heute schon dort **sichtbar** sein, wo Märkte entstehen: auf **Social Media**. In dieser Keynote zeigt Mario Bruggmann, wie LinkedIn zur leistungsfähigen Sourcing-Plattform wird. **Algorithmusgerecht, KI-unterstützt und schneller** als der Vertrieb erlaubt. Du erlebst, wie der **#SocialProcurement Builder** durch KI in Sekundenschnelle passgenaue Supplier-Posts erstellt, und warum Sichtbarkeit auch für Dich zum Überlebensfaktor im Einkauf wird. Keine Buzzwords, keine Beruhigung – sondern ein radikaler Blick auf die **Realität von morgen**. Aber mit Handlungsunterstützung.

Speaker:



Mario Bruggmann  
BRUGGMANNAGEMENT



**Let's get in touch!**

➤ **Mario Bruggmann**

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## Link Collection | your #SocialProcurement References

### »»» Our Website

<http://www.socialprocurement.net>

### »»» YouTube Channel

<https://www.youtube.com/@socialprocurement> (follow us here!)

### »»» Our LinkedIn Page

<https://www.linkedin.com/showcase/socialprocurement> (follow us here!)

### »»» #SocialProcurement Builder:

<https://chatgpt.com/g/g-eMi0czvxi-socialprocurement-builder>

### »»» Webinars Registration (all free):

<https://www.linkedin.com/company/socialprocurement/events/>

### »»» Free #IamBuying frame

<https://socialprocurement.net/resources/iambuying-frame/>





## For the Video Recording:

➡ The recording of the Procurement Summit is usually published a bit later. Using the following search-link, you should be able to find it. Already today, it will show you the recordings of the previous years.

[https://www.youtube.com/results?search\\_query=Procurement+Summit+Mario+Bruggmann+BRUGGMANNAGEMENT](https://www.youtube.com/results?search_query=Procurement+Summit+Mario+Bruggmann+BRUGGMANNAGEMENT)