

2018 PPAI Board Candidate
Supplier Candidate Statements From Bill Mahre

Statement 1:

The promotional products industry has a unique business model that has been successful for years. As we look forward, it is clear we will face significant challenges that we have not encountered during the past few decades. Navigating this uncertainty will require PPAI Leadership that has diverse experiences in their background.

Technology improvements, equity firms, industry consolidation and major disrupters like Amazon/Walmart are entering the supply cycle and will impact Distributors/Suppliers in many ways. The opportunity is for PPAI Members each day to crystalize and communicate our industry's "value proposition" with a total focus on meeting End Buyer needs.

Statement 2:

How can we make our industry quicker, easier and better for End Buyers to work with? That fundamental question should be everyone in our supply chain's focus each day. Today, many Suppliers don't even see End Buyers as "The True Customer" but rather each individual Distributor, which is too bad.

Moving forward, PPAI Leadership will need to help Members develop stronger and more impactful processes that create better experiences for End Buyers. That will mean shifting away from traditional selling tools (catalogs, trade shows, etc.) and identifying strategies/tactics that make our ordering and quoting process simpler and less complicated.