



## **Keith Crichton – FCIPS, MBA, MA – Managing Director and Principal Consultant**

Keith is Managing Director and Principal Consultant of Chainge Consulting Limited (CHAINGE), an associate-based consultancy that draws on diverse expertise, gained through multiple years of practical experience in leading companies. CHAINGE enables businesses to benchmark and transform their procurement and supply chain organisational capability in order to optimise value and mitigate risk from the management of their third party spend. Our 25 clients to date have been drawn from 15 sectors (both public and private) and from 14 countries across Europe, Middle East, Africa, Asia-Pacific, and North America.

Keith is a business-to-business professional with 40 years' consulting, procurement, trading and marketing experience. Before establishing CHAINGE in 2011, he spent 12 years leading various aspects of procurement transformation within BP. This included membership of the 4-person Group Procurement Leadership Team, driving procurement excellence as Head of Procurement of BP's Alternative Energy and Shipping divisions, the formation of BP's International Procurement Office in China, the design/implementation of the "Procurement Capability Accelerator" which won the People category of the 2006 ISM Richter Awards, and programme leadership of procurement integration and transformation following BP's merger with Amoco.

Keith has an MBA (with Distinction) from INSEAD and an MA (with Hons) in Mathematics/Management Science from Cambridge University. He is a Fellow of the Chartered Institute of Procurement & Supply (FCIPS).

Keith co-wrote a paper entitled "Can Procurement REALLY add value to outsourcing R&D?" published in the July 2013 issue of Supply Business magazine.

Keith wrote an article entitled "15 Routes to Value", published in the September 2015 issue of Supply Management magazine that challenged procurement leaders to broaden their consideration of potential sources of value.