Todd Snelgrove
Global Value Merchant

Increase Your Company's and Governments Bottom Line by Procuring on Total Profit Added™.

Global Value Merchant with experience across all industries and government. With over 15 years experience in being the team leader on understanding, presenting, calculating, and procuring on Total Cost of Ownership (TCO), and the new gold standard Total Profit Added™ (TPA™). Todd is now part of the Global Commercial Excellence team with AptarGroup, the leader in packaging solutions, helping identify and create programs to deliver more value for customers.

Todd is acknowledged to be a leading subject matter expert in the field of value. He works on both the buy side, and sell side, as contracting on Value is in the best interest of both parties, not at the exclusion of the other. He has developed and implemented his leading insight into strategies for sales and marketing programs, strategic account management, customer value partnership agreements, TCO / TPA™ procurement strategies, helping customers and companies increase profitability by measuring and understanding value.

Work has been featured in articles on value buying, selling, pricing, communicating, in numerous publications from leading business schools and scholarly reviews such as Kellogg, Harvard, MIT Sloan, Case Western, Wake Forest, Journal of Revenue and Pricing Management, London Business Press, University of Tennessee; Unpacking Best Value: Understanding and Embracing Value Based Approaches for Procurement and others. Todd wrote, directed and edited the best value book **Value First Then Price. Quantifying Value in Business to Business Markets from the Perspectives of both the Buyers and Sellers**.

Todd is simply the best on explaining and energizing the audience about the concept of Total Cost of Ownership. He has the knowledge and credibility to make executives realize that they should use it and implement it in their companies.

Dr. Carlos Cordon
LEGO Professor of Supply Chain Management, IMD

Todd has also led sessions on Value at IMD Switzerland, Chalmers Sweden, University of Tennessee, University of Macquarie Australia, Arizona State University Carey School of Business, Kellogg Graduate School USA, ESADE Business School Barcelona, North Carolina State, and London Business School.

An energetic leader with experience as a keynote speaker at meetings on the need to procure based on value created and documented; for associations such as the Institute for Supply Management (SEM), Manufacturing Alliance (MAPI), Purchasing, Supply Institute of Asia (PASIA), Chief Procurement Officers Exchange, Certified Purchasing Professionals Association (PMAC), Institute for the Study of Business Markets (ISBM), Aberdeen Group Chief Procurement Officer (CPO) Summit 2010 and 2012, International Association of Commercial and Contract Management (IACCM) numerous times, National Institute of Government Procurement (NIGP), Institute of Supply Management (ISM), Finish Association of Purchasing and Logistics, Center for Advanced Purchasing Study (CAPS) at Oxford 2016, Procurecon Canada 2017, Huthwaite's Winning with Procurement, Lithuania Government Procurement, and numerous others.

We try to stress a total cost of ownership perspective throughout the semester in our global sourcing class, but as the professor many students think what we are saying is "academic" and will not have much value once they enter industry. Todd was able in one class to illustrate how the concepts we discuss are used in the real world, and give our students an understanding of why looking past just purchase price is key for them to succeed in today's business environment.

Lance Saunders, PE, PhD
Department of Marketing & Supply Chain Management, University of Tennessee

Lowest Price Does Not Equal Lowest Cost

Todd Snelgrove
Global Value Merchant

Increase Your Companies Bottom Line by Procuring on best Total Profit Added tm.

Todd has written a compelling book that brings together the two sides of business relationships - buyers and sellers - and challenges many of the assumptions that exist in inter organizational relationships. It truly is possible to achieve win-win outcomes that drive mutual value and shared risks and rewards, and Snelgrove explores this proposition in detail, providing a great read for practitioners.

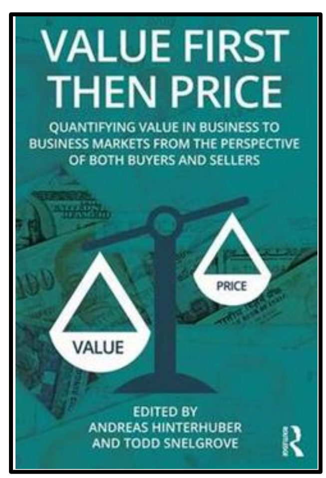
Robert Handfield
Bank of America University Distinguished Professor of Supply Chain Management
Director, Supply Chain Resource Cooperative
Poole College of Management, North Carolina State University

"At a time when both customers and suppliers are over focused on product prices as a determinant of business transactions, this book offers a fresh way out by arguing for a new way of looking at the economics of exchange between buyers and sellers where price is just one element in determining the true value of what is bought and sold. More specifically, the book informs purchasing officers about the often ignored actual cost and inherent value (in total savings, returns on investment, etc.) of what they buy, and provides suppliers with tools to quantify and communicate the hidden value in what they sell. I highly recommend this book to professionals in procurement, sales and marketing, and general management."

Kamran Kashani,
Professor Global Strategy
International Management Development (IMD), Switzerland

"Todd Snelgrove's description and measurement of a new view on Total Cost of Ownership (TCO), a more holistic measurement focused around Cost, Benefit, and Value called Total Profit Added (TPA) is a great step in the evolution of enabling both buyers and sellers to make the right decisions based on best value not lowest price."

Prof Thomas Choi
Professor Arizona State University
Executive Director Center for Advanced Procurement Studies



Lowest Price Does Not Equal Lowest Cost

Todd Snelgrove
Vice President Value

Increase Your Companies Bottom Line by Procuring on best Total Profit Added tm.

I loved your talk. More companies need to use Vested Thinking and Total Cost approaches (it's the only way to communicate fairly in my opinion and more people need to hear companies like yours teaching how to think differently).

Kate Vitasek
Faculty, Center for Executive Education,
University of Tennessee
Author: Vested Outsourcing

Todd has nailed it. In his hands the TCO concept is very well described for everyone to appreciate and understand. And what is even better is that Todd is not academic, but a proven professional who actual walk the talk through his work. I would like to give my best recommendations for everyone that needs a brush up or new angle into TCO.

Keld Jensen:
Adjunct Professor Copenhagen School of Business and Forbes Contributor

Todd is an outstanding, knowledgeable, and dynamic executive. His work is at the forefront of understanding, quantifying, and communicating customer value, perhaps one of the most critical issues in business today. Todd is also an expert public speaker, and I recommend him without hesitation…. Thanks again for such a great job last week at the Executive Summit. Several attendees told me your session was the highlight of the event, and a couple even said that your session more than paid for their travel and registration.

Cam Mackey
Senior VP Operations
Manufacturers Alliance for Productivity and Innovation

Recently Todd worked with the global consulting firm Gordian Business Inc and the business school at Macquarie University (MGSM), Sydney, to deliver one of the best business seminars in years. Todd's message to the gathered executives was insightful and thought provoking. We are looking forward to further sessions with Todd in Australia.

Stephen Kozicki
Managing Partner and Faculty Macquarie Business School
Gordian Business Consulting

Todd's passion about customer value is simply contagious!

Kamran Kashani.
Professor of Marketing and Global Strategy;
IMD Switzerland

Companies that Buy on Best Value, as measured by Total Profit Added™, are 35% more Profitable than Companies that do not.