



DIRECTED ACTION

LEADERSHIP FOR STRATEGIC TRANSFORMATION

SUPPLIER DIVERSITY

Founded in 2005, Directed Action, Inc. supports C-level executives on their most critical projects. We partner with our clients to enable, support and achieve strategic transformation. We work best as enablers and guides, supplementing client teams. We provide direction and leadership to navigate challenges in a changing organization.

EXPERIENCE THE DIRECTED ACTION DIFFERENCE FOR YOURSELF

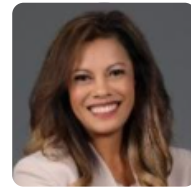
Our consultants develop, implement and expand your company's diverse supplier program to achieve your strategic objectives and encourage a diverse mindset. We provide a pathway for you to develop resilient and agile supply chains by expanding your supplier base. Our programs empower you to better define supplier diversity policies and metrics and show you how to gain visibility into diversity compliance and commitments.

Directed Action is a women-owned business.

Directed Action Inc. Supplier Diversity Leadership Team



Kevin Keane
Co-Founder & Executive Director



Cyndi Ramirez Ryan
Vice President of Human Resources & Diversity, Equity and Inclusion



Tiffany Edwards
Vice President of Client Development

Our experienced consultants will help you:

- Evaluate your workplace and create an assessment of current demographics and company goals
- Provide recommendations on how to reach those goals
- Seek out and foster new vendor relationships
- Seek out vendors in previously unexplored categories, such as small businesses, minority-owned businesses, or businesses in a different geographic area from current vendors
- Develop strategy for tracking the performance of Supplier Diversity goals and metrics across contracts
- Maintain and expand knowledge of current DEI topics, programs, and industry/client trends

CERTIFICATIONS

CLASSIFICATIONS
 TI 20-2699019
 DUNS # 061137820
 CAGE BLN11

NAICS CODES
 541600 Management Consulting
 541200 Accounting Services
 541612 HR Consulting
 541618 Other Consulting
 561400 Support Services

PARTNERS

"Directed Action understands our company, values, and goals. My first call is always to Directed Action for large projects and more complex transformations. They always get results and consistently manage our risks."
 – John Kennelly, GVP, Toyota