

## GSA EXPANDS FOOTPRINT WITH MANAGING DIRECTOR APPOINTMENT

**Monday 15 January 2024:** The Global Sourcing Association (GSA UK) kicks off 2024 with a new Managing Director, [Jessica Rowntree](#).

The newly created role, based in the UK and working into CEO, Kerry Hallard, will focus on growing memberships, developing the associations' event and training programmes as well as building the GSA profile with partners, prospects and influencers.

The appointment cements the GSA commitment to championing the buying and delivery of IT and Business Services as a sector for good and will allow CEO Hallard to further develop the GSA's position Globally and specifically on partnerships in the US and Asia.

Rowntree joins from Technology Consultancy and Services delivery firm, Cognition where she was Director of Marketing and brings 25 years of agency and in-house experience across marketing, media and business leadership, having worked for Global agency brands within Omnicom, Havas and WPP.

Hallard says of the appointment: "This was the perfect time to appoint a Managing Director as we reset the association after a challenging few years for the sector. Our members continue to look to us for ways to innovate and deliver best practice in the buying and delivery of IT and business services and we must now look around the world to get and share ideas on how to do that".

Rowntree added: "Technology continues to impact every aspect of our lives and will only continue to become more influential over the next few decades. The GSA is front and centre of holding us to account for how we buy and deliver technology for the good of people and planet. I'm excited to be a part of how we all do better."

**ABOUT THE GSA:** The Global Sourcing Association is a social enterprise striving to make a difference and promote positive change across the technology and business services industry. Trusted by sourcing professionals for 35 years, the GSA is the consistent voice for the future of the industry and the professionals working within it; promoting sustainable and ethical sourcing to create a positive future for our businesses and our shared planet.

For more information or to speak to the GSA, please visit [www.gsa-uk.com](http://www.gsa-uk.com) or email [admin@gsa-uk.com](mailto:admin@gsa-uk.com)