

## NBA Great Charles Barkley and Ad Execs Lead Discussion on Diverse Partner Inclusion

Written by Australian Business

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NEW YORK, NY, September 19, 2013 **/24-7PressRelease/** -- It's not every day that an NBA Hall of Famer and basketball television analyst leaves his broadcasting booth to discuss supplier diversity in advertising. But, as part of the 10th Anniversary of Advertising Week, legendary basketball player Charles Barkley will join advertising executives and leading supplier diversity expert in discussing why this is important to both advertisers and agencies.

As an investor of a new media outlet, KIN TV, Barkley agreed to participate on the Ad Week Panel after a chance meeting with a rising star and producer of Professional Partnering Solutions (PPS), an African-American owned firm and leading provider of supplier diversity solutions in advertising and media. Further demonstrating the impact of diversity in advertising, the introduction was made by Motion Theory's COO, Aric Ackerman (Hispanic-owned and leading Live Action CGI Integrative shop) to Marc Perman, Charles Barkley's long time manager. A close working relationship between PPS and Motion Theory ensued.

The panel, moderated by Anita Laney, president/CEO of Professional Partnering Solutions, Inc., also will feature Ruben Dario Taborda Chief Procurement Officer, Medical Devices and Supplier Diversity, Johnson & Johnson; Brian Quirke CFO, North America DDB Worldwide; Marianne Malina President, GSD&M and Javier Jimenez Executive Producer, Motion Theory on Monday, September 23, 4:00-4:45 p.m. at B.B. King Blues Club, 237 West 42nd Street, NY, NY.

"We're excited to facilitate the discussion, along with the 4A's, to provide agencies with the best practices and insights need to implement a robust supplier diversity initiative that benefits their bottom line, their clients' objectives and diverse vendor relations." - Anita Laney

The discussion will take a different approach to presenting the business case for supplier diversity by delivering a comprehensive view from the advertiser, agency, talent and vendor perspectives. Industry leaders will provide the audience with insights and innovative solutions for partnering with diverse vendors in order to meet their objectives while enhancing brand reputation in the marketplace. Mr. Barkley will share with the audience why he feels it's important for entertainers and athletes that have made their mark to continue supporting others in the industry.

Barkley, named one of the 50 Greatest Players in NBA History, is a five-time All-NBA First Team selection and 11-time All-Star and was inducted into the Naismith Memorial Basketball Hall of Fame in 2006. He is also a popular and insightful NBA analyst for TNT's Emmy award-winning studio show Inside the NBA along with host Ernie Johnson and analyst Kenny Smith.

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Beyond his basketball expertise, Barkley is co-founder of KIN TV, a 24/7 digital broadcast network that "will feature a wide range of entertainment, lifestyle, self-help and news programming designed to entertain, inform and inspire modern African-American viewers."

PPS introduces a new paradigm to supplier diversity in advertising. Through a model that partners with advertising, marketing, media and communications companies, PPS places supplier diversity professionals on-site experienced in advertising, sourcing and supplier diversity. These professionals work to ensure the agency has in-house representation and support for their supplier diversity initiative. Leveraging the experience and winning track record, this business model provides the agency with professionals knowledgeable about the industry and needs of their clients. It's a proven partnership that meets the ever changing budgetary needs of the agency and its clients.