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AUGUST 2-3, 2021 · 44TH BUSINESS OPPORTUNITY CONFERENCE



James Hing

Category Manager,
Global Sourcing and
Supplier Relations –

Starbucks

James Hing

As Starbucks category manager, in Global Sourcing and Supplier Relations, James Hing is responsible for leading and overseeing the Supplier Diversity Program. James champions the Starbucks mission by advocating & developing a robust, diverse supply base that embodies the Starbucks Experience through a balance of relationship sourcing and world class supply chain excellence. He is affectionately known as a “Warrior for Equality” using his expertise as a talent sourcing expert to ensure we have no disproportionate under representation of diverse suppliers in Starbucks supply chain.

James has over 20 years experience in Strategic Sourcing, Procurement, IT Infrastructure Management, IT Service Management, Supplier Relationship Management, Contract Management, Mergers & Acquisitions and Program Management. He joined Starbucks in 2007 as the Global Sourcing Manager for IT focused on Starbucks retail stores. He is also the director of the award winning, nationally recognized Starbucks Chorus who annually raises thousands of dollars for Seattle community charities.

James is a strong advocate for supplier development; he’s the former Chairperson of the National Minority Supplier Development Councils (NMSDC) Retail Industry Group (RIG); Current Chairperson of the Food & Beverage Industry Group; and the 2015 Northwest Mountain – MSDC (NWM-MSDC) Robert L Ryan award recipient; along with being recognized in 2015 as National Corporation of the Year by NWM-MSDC and a Top Corporate Performer Corporation of the Year, “Gazelle Company” by NMSDC.

He was recognized by the Puget Sound Business Journal as the 2018 Outstanding Voice for Equality. James serves on the board of directors of the Greater Seattle Business Association (GSBA), the largest LGBTQ and allied chamber of commerce in North America.