

2021



BUILDING A GROWTH MINDSET

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



**Louise Connell**  
**Supplier Diversity Manager**

**BMW Manufacturing, Co., LLC**

**Louise Connell**

Louise Connell is a supplier diversity manager at BMW Manufacturing, Co., LLC, and is credited with launching and continuing the company's successful Tier 1 Supplier Diversity Matchmaker Conference.

This major annual event attracts participants from all over the country, opening doors for MWBEs and veterans to obtain national and global BMW and Tier 1 contracts. She also oversees a BMW program that educates minority-owned businesses through their attendance at the company's Six Sigma classes, graduating business owners with green and black belt sigma recognition.

To inspire diversity change, Connell strives to include all associates, including those outside of procurement and the supplier diversity department, in supplier diversity events. The events educate associates on the large number of minority suppliers available to participate in RFQs. She also leverages her many professional affiliations to attract MWBEs to BMW opportunities.

Affiliations include serving as past president of the Foothills Regional Advisory Committee, board member of the Carolinas Minority Supplier Development Council, board member of the Greater Women's Business Council, and coach for the Greenville Chamber of Commerce Minority Business Accelerator (MBA) program.