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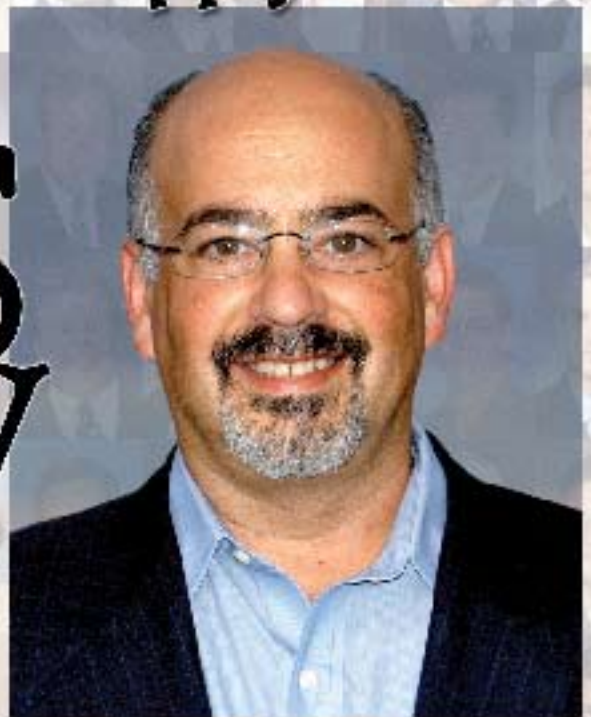
# Supply & Demand Chain <sup>©</sup> *Executive*

Solutions-based Intelligence for Supply Chain ROI



Honoring supply chain leaders building their companies' 21<sup>st</sup> century supply chains

# 2008 Pros to Know



**Kurt Cavano**  
Chairman and CEO  
TradeCard



# 2008 Pro to Know

## Kurt Cavano Chairman and CEO TradeCard

As the “push” economy of yesterday gives way to today’s demand-driven “pull” economy, senior management is increasingly looking to their supply chain leaders to help build agile, responsive, global and customer-focused supply chains.

With the 2008 edition of our Pros to Know, Supply & Demand Chain Executive sought to identify those supply chain executives and supply chain teams who are helping build 21st century supply chains for their companies. In addition, as in the past, we sought to highlight leaders from the solution provider, consultant and

analyst communities who are helping their clients build their own 21st century supply chains.

By turning the spotlight onto these outstanding Practitioner Pros to Know, we are not only recognizing their accomplishments but also offering them as role models for other executives looking to take their own organizations to a higher, more strategic level within the enterprise,” said Andrew K. Reese, editor of Supply & Demand Chain Executive. “

They are all truly ‘Pros to Know.’”

*“Kurt Cavano, Chairman and CEO of TradeCard, is the visionary behind TradeCard’s global sourcing platform and value network. His vision for global sourcing is a supply chain network where all parties involved in a transaction have visibility into products, payment and data — from raw materials to the store shelf. For his work in helping companies leverage improved visibility and control over their extended supply chain, Supply & Demand Chain Executive recognizes Kurt Cavano as a 2008 Provider Pro to Know.”*

In the 21st century, Kurt Cavano believes that companies address visibility and control issues that occur in the extended supply chain when second- and third-tier vendors become involved in the supply chain. Cavano envisions a complete network where all trade partners including banks, mills and factories, retailers, customs and 3PLs are connected on a single multienterprise platform. Visibility between these partners is driven by process automation throughout sourcing, logistics and supply chain finance. Automation of transactions from purchase order through payment and settlement is handled in one place to ensure that everyone in the supply chain network makes smarter decisions and operates at the speed of business change.

Under Cavano’s leadership, TradeCard has developed solutions that help consumer goods companies to improve visibility, agility and margins. The TradeCard Platform enables customers to manage events and processes for vendor compliance, packing, labeling, shipment building, goods receipt reconciliation and chargebacks, to ensure orders arrive at the right place at the right time. All these services, available on-demand through a Web browser, allow buyers, suppliers and service providers to operate as a single,

transparent supply chain.

As an example, one TradeCard customer was able to grow its global sales from \$50 million to more than \$400 million while maintaining costs and expanding its supply chain by automating its transactions on TradeCard’s global trade platform. The company completely integrated physical and financial aspects of the supply chain for ultimate global trade efficiency. Invoices, purchase orders, payments and settlement processes were automated through TradeCard. As a result, the company and its suppliers obtained up-to-the-minute visibility and access to key data.

Under Cavano’s leadership, TradeCard has grown from a concept and dozen employees at its New York headquarters to over 125 employees in offices throughout the United States and in offices in Hong Kong, Taipei, Seoul, Shenzhen, Colombo and Brussels.

### About TradeCard

TradeCard, Inc. is the leading provider of on-demand supply chain management solutions.

The TradeCard Platform synchronizes financial transactions with physical events in the global supply chain to help customers automate trade transactions from purchase order to payment and chargebacks. Buyers, sellers and their trading partners manage transactions through a web-based platform with online financial services integrated into the workflow. This turnkey transaction management enables customers to improve margins and enhance growth, with extra-organizational supply chain visibility. TradeCard’s on-the-ground trade experts throughout the world assure superior supply chain agility. More information at [www.TradeCard.com](http://www.TradeCard.com).

