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# Office for Supplier Diversity Newsletter

UNIVERSITY OF MINNESOTA  
OFFICE FOR SUPPLIER DIVERSITY

## Media Garcia

Streamlined revenue ops and  
change management.

The logo consists of the letters 'M' and 'G' in a large, bold, black sans-serif font. A small dot is placed above the 'G'. A period follows the 'G'. The entire logo is centered on a white rectangular background.

*Photograph logo owned by Media Garcia*

**Supplier Spotlight:**

We are Media Garcia, and we are change agents. Our goal is to help you put an end to minimized outputs, outdated processes, and procedural chaos. We understand that many of you are making decisions on the fly, without a clear plan or strategy in place. This "winging it" approach can lead to inconsistent results, missed opportunities, and wasted resources. But it doesn't have to be that way.

Through our guidance, you will reduce unnecessary steps, standardize procedures, and simplify operations. Our structured approach offers clear problem-solving that simplifies understanding and execution, identifies obstacles early on, and tracks progress and success. This approach ultimately increases the likelihood of success while minimizing risk. We work with SaaS and tech companies, continually improving their processes, so they grow and change with grace. By aligning sales and marketing efforts, our comprehensive strategy helps increase revenue with velocity.

We ensure accurate and secure data through governance, simplification, and reporting and analytics. This approach streamlines decision-making and provides data-driven insights to inform the process. Inefficient processes drain businesses. They result in missed deadlines, delayed projects, and reduced productivity, taking away time from important tasks like developing new products and improving customer experience. Inefficient processes can also lead to unnecessary expenses, decreased profitability, and an inability to invest in growth opportunities. We don't want this to happen to you.

That's why we offer a personalized and collaborative approach to developing strategies and tactics to achieve your goals. You can expect to see quick wins along the way while working towards longer-term success. We understand that every business is unique, which is why we take a personalized approach to each client. We would love the opportunity to meet with you and discuss how we can help your business grow.

By scheduling an introduction with us, you can expect to gain valuable insights into how we can help your company achieve its goals. Our team is passionate about what we do, and we are confident that we can provide you with the expertise and support you need to drive your business forward.

*Narrative written by Media Garcia*

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*Urban Research and Outreach-Engagement Center*

## **UROC Podcast Collaboration with BlackBird Revolt**

### **Rules of Engagement**

Hosted by UROC Executive Director Makeda Zulu, the series explores innovative ways the University is working with its urban partners through UROC to advance learning, improve quality of life, and discover breakthrough solutions to critical problems.

Tune in to monthly conversations that range from the benefits of urban biking, the dangers of urban food deserts, the need for birth justice, and creative ways to combating diabetes.

The series was produced and engineered by Blackbird Revolt.

[Episode One: What is Public Engagement](#) is out now with three more episodes upcoming!

# New to the Targeted Business Directory

Terra Translations  
LLC



Woman and Hispanic-owned and operated global language services company specializing in high-quality translation with an emphasis on all dialects of Spanish.

[Learn more](#) →

Phoenix Hall  
Event Center



Specializing in providing comprehensive solutions to handle all aspects of conference logistics to create a seamless event for our clients and their attendees.

[Learn more](#) →

Cat[&]Tonic



Team of strategists and creatives helping you find and start conversations with the people you want to talk to.

[Learn More](#) →

[Search the Directory Here](#)

## How To Do Business with the U of M - An Introduction

**1/10/24, 11:30am-12:00pm (in person at the January meeting of the Minnesota Minority Goods & Services Association - MMGSA)**

Are you a member of MMGSA and curious about how to do business with the U of M? Join us for an introduction to the U's Targeted Business Program. We will cover:

- Office for Supplier Diversity - our mission and goals
- How purchasing works at the U
- The U's Targeted Business Program - what it is and how to qualify
- How to join the U's Targeted Business Directory

- MBid - how to view and respond to bid opportunities
- Events and opportunities at the U


**Who should attend?**

Any BIPOC-owned business interested in doing business with the U of M. Click below to learn more about MMGSA.

Questions? Contact Wing Witthuhn, Business Development Manager, at [wingwitt@umn.edu](mailto:wingwitt@umn.edu).

[About MMGSA](#)



 **Office for Supplier Diversity**

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