



Louise Connell

Louise Connell is a recognized leader in supplier diversity and inclusive procurement with more than two decades of experience advancing opportunities for diverse businesses and helping organizations build high-performing, inclusive supply chains.

During her distinguished career with BMW Manufacturing and BMW North America, Louise served as Section Manager for Supplier Diversity, where she led the company's supplier diversity strategy and championed initiatives that expanded engagement with diverse-owned businesses. She is widely recognized for developing and leading BMW's supplier diversity programs, including the creation of the Tier 1 Supplier Diversity Matchmaker Conference, a groundbreaking event that connected diverse suppliers with procurement decision-makers and helped elevate supplier diversity as a strategic business imperative.

Throughout her career, Louise has been a passionate advocate for economic inclusion, demonstrating how supplier diversity drives innovation, strengthens communities, and creates measurable business value. Her work has influenced corporate leaders, procurement professionals, and diverse business owners across the country.

Following her retirement from BMW, Louise founded Connell Consulting, where she provides consulting, coaching, and training services to corporations, organizations, and suppliers seeking to strengthen supplier diversity programs, build inclusive sourcing strategies, and develop meaningful partnerships with diverse businesses.

Known for her practical expertise, collaborative leadership style, and deep understanding of supplier diversity best practices, Louise continues to help organizations create sustainable, impactful programs that foster growth, innovation, and economic opportunity.