



**Ben Trowbridge**  
**CEO**  
**Alsbridge**

Ben Trowbridge is founder and CEO of Alsbridge, an award-winning sourcing advisory and benchmarking firm changing the way companies buy and manage hardware, software, IT infrastructure services, application services, business processes and cloud computing.

As CEO of Alsbridge, one of the Inc 500's fastest growing companies in America in 2010, Ben has revolutionized the way companies' source technology and business processes earning Alsbridge the #1 rank on the 2011 list of *World's Best Outsourcing Advisors*.

Best known as a thought leader in the evolution of outsourcing, Ben offers more than 20 years of diversified global sourcing expertise and was recently named to the Power House 25 – the 25 most influential professionals driving the sourcing industry.

Ben is a frequent speaker at industry events focused on sourcing strategies and trends and has recently written a book entitled "Cloud Sourcing the Corporation," which enables corporations to accelerate their adoption of cloud services.