

Influential Women Features Darlyne R. Freedman: Chief Procurement Officer At Vantive

ROYSE CITY, TX, UNITED STATES, August 17, 2026 /EINPresswire.com/ -- Combining Global Procurement Expertise, Financial Discipline, Digital Transformation, and a Deep Commitment to Developing the Next Generation of Leaders

Royse City, Texas — Darlyne R. Freedman is a seasoned procurement and supply chain executive with more than 30 years of professional experience, including 25 years dedicated specifically to procurement and supply chain management across complex global organizations. Currently serving as Chief Procurement Officer at Vantive, Darlyne leads enterprise procurement strategy and operations for a multi-billion-dollar business, bringing together strategic sourcing, supplier optimization, cost management, digital transformation, and employee-focused procurement operations.



Throughout her career, Darlyne has developed a reputation for delivering measurable financial results while ensuring that procurement remains accessible and effective for the people who depend on it. Her leadership reflects a belief that procurement should do more than generate savings; it should create efficient systems, strengthen organizational performance, and provide employees with a positive experience when obtaining the products and services they need to perform their jobs.

Darlyne's professional journey began in the engineering and construction industry, where she spent 10 years exploring all five non-engineering disciplines: cost engineering, estimating, scheduling, document control, and procurement. Working with several different companies allowed her to understand how various functions operate and interact within complex

organizations. That broad foundation ultimately helped her identify procurement as her true professional passion. It led her to devote the last 25 years of her career specifically to procurement and supply chain leadership.

Her educational background has also contributed to her systems-oriented approach. Darlyne earned her bachelor's degree from Indiana University in Bloomington with a double major in economics and Spanish and a minor in business law. She later pursued an MBA in Supply Chain Management from Arizona State University, further strengthening her expertise in business strategy, supply chain operations, and organizational leadership.

In her current role at Vantive, Darlyne is responsible for two core enterprise priorities: delivering measurable financial impact and enabling efficient, user-friendly procurement operations across the organization. She leads annual savings initiatives to improve profitability and strengthen year-over-year financial performance through strategic sourcing, supplier optimization, and disciplined cost management.

At the same time, Darlyne places considerable emphasis on the employee experience. She works to ensure that people across the organization can efficiently obtain the goods and services required to perform their roles, ranging from travel and office supplies to critical technology such as laptops, mobile devices, and communication tools. She is particularly passionate about leveraging digital tools and technology to streamline procurement processes and make them more intuitive, transparent, and effective for end users.

For Darlyne, the financial and human sides of procurement are closely connected. Achieving savings is important, but she believes those results should be achieved while creating processes that make it easier for employees to do their jobs. Her approach combines financial discipline with a practical understanding of the people who interact with procurement systems every day.

"What I'm most passionate about is the people aspect of my work," Darlyne explains. She takes pride in achieving annual savings goals and streamlining procurement processes so employees can more easily purchase the equipment and supplies they need. She is driven by helping organizations save money year over year while also ensuring that people have a positive experience when they need to buy something.

This people-centered philosophy extends beyond the employees who use procurement systems. Leadership and talent development have become defining elements of Darlyne's career. Over three decades in procurement, she has worked with and mentored thousands of procurement employees, many of whom have advanced into greater roles and built successful careers of their own.

One of the professional achievements she values most involves an individual she mentored from 2012 through 2015. That person's goal was to eventually become a vice president and chief procurement officer. Years later, the individual contacted Darlyne to serve as a reference for a

CPO position—and ultimately secured the role. For Darlyne, experiences such as this represent some of the most meaningful outcomes of a career.

Her leadership style is grounded in collaboration, accountability, and continuous improvement. She places strong emphasis on building high-performing teams aligned around clear strategic objectives while helping individuals develop the skills and confidence necessary to progress professionally. For Darlyne, success is measured not only by financial and operational performance, but also by the people who grow under her leadership.

Darlyne attributes her own success to the breadth of her 30-year career journey and her willingness to explore different areas before identifying where her passion truly belonged. Her early experience across engineering and construction disciplines gave her a broad understanding of business operations, while her subsequent 25 years in procurement and supply chain allowed her to develop deep expertise in a field she genuinely enjoys.

She also credits her education and continuous learning with playing an important role in her development. Yet, beyond professional credentials and technical knowledge, Darlyne believes her greatest motivation comes from making a meaningful difference for the people around her. She finds energy in solving problems, improving systems, and helping organizations perform better while making the experience easier for employees.

The best career advice Darlyne has received is that it is possible to build a successful career in a field she genuinely loves while also making a meaningful difference in the lives of others. That philosophy has shaped her professional decisions and reinforced the importance of pursuing work that is both personally fulfilling and purpose-driven.

It has also influenced her approach to mentoring. Darlyne finds great value in supporting individuals as they develop their skills, grow in confidence, and achieve their career goals. She believes that a successful career is not simply about individual advancement, but also about creating opportunities for others to succeed.

Darlyne carries this philosophy into her advice for young women entering procurement and supply chain. She encourages them to stay the course, remain committed to their growth, and never stop learning. Because the field continues to evolve, curiosity and continuous development are essential. She emphasizes that challenges are inevitable, but persistence and resilience can help professionals continue moving forward even when the path becomes difficult.

She also encourages young women to trust their abilities, seek out mentors, and focus on developing both technical expertise and confidence. Her own career demonstrates the value of exploring opportunities, remaining adaptable, and allowing professional interests to develop through experience.

The procurement and supply chain industry is currently undergoing significant transformation. According to Darlyne, one of the biggest challenges is keeping pace with rapidly evolving global supply chains, technology, and cost pressures while maintaining consistent operational excellence. Procurement organizations are increasingly expected to deliver savings, manage risk, strengthen resilience, and improve speed and transparency simultaneously.

Digital transformation, automation, and AI-driven analytics are also changing how procurement professionals work, creating a need for continuous learning and adaptation. At the same time, Darlyne sees significant opportunities as procurement continues to gain recognition as a strategic driver of enterprise value.

Technology has the potential to improve decision-making, supplier collaboration, efficiency, and transparency. For Darlyne, the future of procurement lies in combining these technological capabilities with strong leadership, disciplined strategy, and a continued focus on people.

Having received multiple CPO awards over the past 30 years, Darlyne remains focused on sustaining excellence, continuing to raise the bar, and building on her long track record of impact and innovation. Rather than viewing recognition as an endpoint, she sees it as motivation to continue improving and creating meaningful results.

Outside of her professional responsibilities, family remains extremely important to Darlyne. She is fortunate to still have both of her parents and makes a conscious effort to spend as much time as possible with them as they grow older, as well as with other elderly members of her family.

She also enjoys thrifting and reselling, an interest that naturally aligns with her procurement mindset. As she puts it, she cannot stand not getting a deal. She also enjoys traveling to places she has never visited, whether that means traveling outside the country or simply driving to a new city and exploring what it has to offer.

These personal interests reflect the same curiosity that has shaped Darlyne's professional life. She enjoys discovering new opportunities, understanding how things work, finding value, and connecting with people.

With more than three decades of experience behind her, Darlyne R. Freedman continues to demonstrate the impact procurement leadership can have when financial performance, operational excellence, technology, and people development are treated as interconnected priorities. Through her work at Vantive and her commitment to mentoring future leaders, she continues to advance procurement as a strategic function while helping the people around her achieve their own professional goals.

Learn More about Darlyne R. Freedman:

Through her Influential Women profile: <https://influentialwomen.com/connect/darlyne->

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