Fine Tune Adds Procurement Technology Veteran Jason Busch to Advisory Board

Spend Matters founder to advise indirect services spend reduction leader on product strategy, data and benchmarking

CHICAGO, IL, UNITED STATES, September 22, 2026 /EINPresswire.com/ -- Fine Tune, the ultimate spend reduction solution for indirect services, today announced that Jason Busch has joined the company as Vice Chairman. Busch will counsel Fine Tune's leadership on technology and product strategy, with a particular focus on expanding the impact of the company's proprietary data assets and benchmarking capabilities.

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>
> *Jason Busch*

Fine Tune helps organizations reduce and continuously manage spending in complex indirect service categories. Its technology is powered by the industry's most complete dataset in facilities and utilities, leveraging over two decades of intelligence on pricing, contract, invoice, service level, and supplier behavior. Busch will help Fine Tune expand its offerings to give clients more options and clearer insight into pricing and supplier performance in pursuit of sustained savings.

Busch has studied and advised on procurement technology through most of its history as a commercial market. He joined FreeMarkets in 1999, when online sourcing was still a novelty, and spent the next 25 years analyzing the vendors, products and business models that followed. He advises private equity firms on the sector and is a leading expert on the application of artificial intelligence to procurement. Fine Tune expects Busch's perspective to shape how the company approaches its own technology decisions.

"Jason has watched this industry change for twenty-five years, and he has been right about where it was going more often than most," said Rich Ham, CEO of Fine Tune. "We want that judgment in the room as we make decisions about our technology, our positioning and our products."

Busch founded Spend Matters in 2004 and led it for 20 years, building it into one of procurement's most influential research and intelligence firms. Under his leadership, the firm developed SolutionMap, a benchmarking framework that pairs analyst assessment with

customer references and today evaluates 118 procurement technology providers, and TechMatch, which maps business requirements to vendor capabilities. The Hackett Group (NASDAQ: HCKT) acquired the firm from Copley Equity Partners in 2025.

“Fine Tune has spent twenty-five years doing the detailed work required to properly manage indirect service categories beyond just negotiations,” said Busch. “That has created an unsurpassed level of lifecycle category knowledge, supplier intelligence and performance data. I am excited about the opportunity to help a managed services provider with incredibly deep domain data and knowledge accelerate its flywheel.”

Busch is also Managing Director of Alpha Commodities, where he operates, invests in and advises data businesses, and Co-Founder and Strategy Lead at Gain, which delivers AI employees for procurement. He holds bachelor’s and master’s degrees from the University of Pennsylvania.

“As AI becomes hungry for proprietary data to drive facilities and operating savings, the providers that will matter most are the ones that set the data and service benchmark across each category lifecycle,” added Busch. “Fine Tune wields a unique data advantage, and the timing is right to make more of it.”

About Fine Tune
Fine Tune is the ultimate spend reduction solution for indirect services, including facilities, uniforms, waste, security, pest control, energy, utilities and payments. For more than two decades, Fine Tune has helped organizations dramatically improve cost structure and protect affordability through disciplined supplier management and sustained spend reduction. Fine Tune is trusted by the world’s most recognizable brands, including Cargill, Caterpillar, Lowe’s, Macy’s, Pfizer, Tyson Foods, and American Cancer Society. Fine Tune experts use eMOAT, a proprietary platform combining category expertise, supplier intelligence, contract data, and performance history to empower insight and oversight across client programs.

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