

GIBBSHYBRID

MASTERCARD: SUCCESS STORY

Farida Gibbs, the CEO and Founder of Gibbs Hybrid, was fed up with the lack of integrity and customer service at companies she worked for. "I saw big gaps in things like core values and alignment with customers," says Farida, "so I decided to set up on my own company to instill what I believe was good ethical business."

Gibbs Hybrid, headquartered in the UK, offers a single source integrated solution with program consultancy, talent, technology and outsourcing initiatives that drive customer success. "Ultimately," says Farida, "I set up Gibbs Hybrid because I have a passion for people and a passion for customer centricity."

This passion and drive helped inspire Gibbs to become a WEConnect International Women's Business Enterprise (WBE) nearly 10 years ago in 2009. "The WEConnect International network has always been a central part of our business, even from its early days. Belonging to WEConnect was the ultimate dream and platform to help showcase my business and what we could offer prospective clients under one roof."

In 2016, Farida attended a WEConnect International matchmaking event where she was connected to buyers at Mastercard. After the initial conversation, Farida's team spent the next several months demonstrating the company's capability, thought leadership and commitment to Mastercard's business and operational requirements.

Confident in the value of her business, Farida and her team invested in multiple client meetings, research, and alignment with key focus areas for Mastercard's business and stakeholder groups. "We even got involved in Mastercard business events and partner forums to build high levels of engagement, support and key relationships across the business," notes Farida. Finally, an opportunity came from Mastercard, a Master Services Agreement was signed, and the first Scope of Work was executed.

Mark Bromley, Director, Sourcing & Supplier Management at Mastercard, saw a differentiating factor in Gibbs Hybrid. "The people are lovely, engaging, and friendly but also know what they are doing and are able to execute as needed. Their approach to the relationship shows that they understand the balance of supplier and customer with a friendly and pragmatic approach to business."

Looking towards the future, "the Mastercard relationship has the potential to be transformational for Gibbs Hybrid," notes Farida. Additionally, Gibbs Hybrid anticipates hiring new employees in each of the countries where they operate, to support the engagement with Mastercard as it evolves. As the company continues to reach unprecedented growth, Farida reflects on the value of her WBE certification. "Simply put, without WEConnect International, we wouldn't be the company we are today."



CASE STUDY

WECONNECT INTERNATIONAL

WEConnect International helps women-owned businesses succeed in global value chains.

Our vision is a world in which women have the same opportunity as their male counterparts to design and implement business solutions that create wealth and ensure the sustainable prosperity of their communities. WEConnect International identifies, educates, registers, and certifies women's business enterprises based outside of the U.S. that are at least 51% owned, as well as managed and controlled by one or more women, and then connects them with multinational corporate buyers.

ABOUT US

Gibbs Hybrid is an International IT & Business Services firm providing a "one-stop shop" solution helping customers with Project Consultancy, Talent Services and Outsourced Solutions whilst driving customer success to mid-market & global businesses.

Our three lines of business can integrate with each other, creating Hybrid capabilities, or stand alone as best-of-breed solutions. To every engagement we bring a set of goals and a core philosophy. We aim to be our clients' most respected and trusted partner, and our philosophy is always to champion Innovation, Customer Centricity and Expert Execution.

We are a certified WBE (woman-owned business) and a certified EMB (ethnic-minority owned business).

Gibbs Hybrid is a corporate member of MSDUK, the UK's leading non-profit organisation driving inclusive

procurement, and we actively participate in WEConnect International, the global network that connects women-owned businesses to qualified buyers around the world.

Based in London, we have offices in Manchester, Ireland, Poland, Luxembourg and USA.

www.GibbsHybrid.com

OUR LINES OF BUSINESS

PROJECT CONSULTANCY

TALENT SERVICES

OUTSOURCED SOLUTIONS



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