



## Business &gt; Story

**Dell says company needs more diversity**

By Shera Dalin

Of the Post-Dispatch

05/04/2004

Computer giant Dell Inc. benefits from the diversity of its vendors and employees, but Michael Dell, the chairman and chief executive, said Tuesday in St. Louis that his company can do better at diversifying its executive ranks.

Dell took questions from his friend David Steward, the chairman of World Wide Technology Inc., and audience members attending the St. Louis Minority Business Council breakfast.

Dell highlighted the PC-maker's efforts to work with more minority-owned businesses and to hire women and people of color. "We have really made a significant effort to tap into diversity," he said.

Last year, the \$41.4 billion company increased purchases from minority-owned firms by 60 percent to \$440 million. When women-owned firms are added in, the number grew to \$597 million.

But when asked why few of the company's directors or senior management are women or minorities, Dell said the company has work to do. "A third of management is women and minorities, and that number will continue to go up," he said. "We are making progress in senior management."

Dell has no targets for the number of minorities or women in senior management jobs, he said.

"We want to evaluate a host of diverse candidates," he noted. "We try to tap into the talent that is out there."

Other growth opportunities for the company are in its recent foray into printers and printing supplies. Dell estimated that revenue from those operations alone would reach \$1 billion this year.

Overall, he projected that the Round Rock, Texas, firm would hit nearly \$50 billion in revenue this year and turn over inventory 115 times - "a little faster than most manufacturers," Dell said in understatement. His goal is \$60 billion in revenue by 2006.

During the Minority Business Council breakfast, he answered questions from attendees on subjects ranging from the importance of cash flow to Google's initial public stock offering and fostering innovation.

## YESTERDAY'S MOST E-MAILED STORIES

- **The Zoo is going global with conservation efforts**
- **Kappa Alpha fraternity blows up cannon into apartments**
- **Bulger, Rams strike new deal**
- **Sasser worm remains a threat to home computers**
- **Here's one letter from a soldier Bush remembers**
- **Marc Bulger is our quarterback? Yeah, but . . .**
- **Cards' clutch plays crash Phils' bash**
- **Isle of Capri won't buy President**
- **Agent: 'A lot of interest' in Warner around NFL**
- **Report criticizes city schools**

**St. Louis At Work**  
FEATURED JOBS



## SERVICES

LEGAL RESOURCES

ONLINE MORTGAGE GUIDE

## BUSINESS SUBSECTIONS

[MONEY & MARKETS](#)[TECHNOLOGY](#)[WORKPLACE](#)[SMALL BUSINESS](#)[WSJ SUNDAY](#)[COLUMNISTS](#)[LOCAL STOCKS](#)[MARKET INDICIES](#)[BUSINESS TOP 50](#)[TOP EXECUTIVES' PAY](#)[P-D ARCHIVES](#)[SUBSCRIBE TO THE POST-DISPATCH](#)

## INTERACT

[CONTESTS](#)[EVENT CALENDAR](#)[FORUMS](#)[MAPS & DIRECTIONS](#)[PHOTO GALLERIES](#)[SIGN UP FOR EMAIL ALERTS](#)


Audience member Cliff Gaines of Smart Cleaning Solutions received encouraging applause after he stood and asked Dell who the Fortune 100 company contracted with to clean its office buildings. Dell suggested that Gaines visit the company's supplier diversity Web site at [www.dell.com/diversity](http://www.dell.com/diversity).

**Top of page**

 **E-mail this story to a friend**

 **Printer friendly**

 **3 O'Clock Stir & Weekend Entertainment Stir**  
email alerts. [Details here.](#)

 **Get the news delivered to your home for just 50 cents a day. [Click here to subscribe to the St. Louis Post-Dispatch.](#)**

[\[ABOUT US\]](#) | [\[ADVERTISE WITH US\]](#) | [\[CONTACT US\]](#) | [\[HELP\]](#) | [\[PRIVACY POLICY\]](#)