

# 14th Finance Leaders Forum

Corporate Best Practices for Finance Transformation, Performance and Reporting



May 16-17, 2024 Amsterdam

Spring Discount till April 19th



Dr Yorck Schmidt, Chief Financial Officer, Member of the Board, AVL List GmbH  
"Managing Inflation from a CFO Perspective"



Frederic Marret, Group CFO, Webcor Group  
"Accounting Transformation and Automation in Practice"



Michael Tesch, Managing Director Germany and Finance Lead Europe, Clariant  
"Finance Transformation in the Chemical Industry"



Inbal Orbach, Regional Head, Financial Planning and Reporting, Takeda  
"Innovation in Finance: a Strategic and Practical Component with Lessons & Real Life Examples"



Thomas Lundell, Group CFO, Priva  
"Corporate Perspective on the Corporate Sustainability Reporting Directive (CSRD)"



Ervin Alliu, Head of Finance, Isar Aerospace  
"Building up the Finance Function in Startups/Scaleups"



Mira Gvozdenovic, Vice President, Finance Technology & Operations, Hempel A/S  
"Transformation of Finance Operating Models"



Dr. Maciej Mikucki, CFO, Polpharma Group  
"Behavioral Finance and Its Importance in Today's Financial Context"



Tanja Schlesinger, VP OneSource Business Intelligence, Deutsche Bahn Regio AG  
"Supporting Data Driven Decisions"



Kristian Kокtvedgaard, Head of VAT, Accounting and Auditing, DI; Sustainability Reporting Board Member, EFRAG  
"Implementing The Corporate Sustainability Reporting Directive (CSRD)"



Fabrizio Olivares, Former CFO Europe, LafargeHolcim  
"Finance Function Integration during M&A"



Stephane Hamon, Director of Finance Supply Chain and Solution Europe & ISMEA, UPS  
"Unlocking FP&A's Capabilities to Drive Business Performance"



Christian Martinez, Finance Automation Manager, Kraft Heinz  
"Using AI for Predictive Analysis, Modelling and Long Term Planning"



Remko Walsweer, CFO, PreZero Nederland  
"Sustainability in your Finance Model and Business Partnering"



Lennart van Bolderick, CFO, Super-B, part of Koolen Industries Group  
"The Use of AI-Powered Chatbots in the CFO Office"



Chris Seybold, CFO, Gemini Data  
"Finance's Contribution to Support Business Transformation and Enhance Competitiveness"



Bjarte Bogstnes, Chairman, Beyond Budgeting Roundtable  
"Beyond Budgeting - The 21st Century Management Model"



Eyal Dayan, Head of Commercial Finance, Polpharma Group  
"Using AI to Unlock Commercial Insights"



Justin Cini, Head of Finance - Hosting Services, Airbnb  
"Finance Function Integration during M&A"



Karin Aalbertsen, Head of Finance, Tremco CPG Europe  
"Setting up Finance Centres of Expertise Locally and Globally"

## Day 1, May 16, 2024

09.00 – Opening Remarks from the Chair

### 09.15 – Implementing The Corporate Sustainability Reporting Directive (CSRD)

- Differences between Non-Financial Reporting Directive (NFRD) and CSRD
- Are you reporting according to European Sustainability Reporting Standards?
- Audit of all sustainability information that you report. Digitalisation of sustainability information

**Kristian Koktvedgaard**, Head of VAT, Accounting and Auditing, **DI**; Sustainability Reporting Board Member, **EFRAG**

### 10.00 – Corporate Perspective on the Corporate Sustainability Reporting Directive (CSRD)

**Thomas Lundell**, Group CFO, **Priva**

10.45 – Morning Coffee and Networking

### 11.15 – Managing Inflation from a CFO Perspective

- Accounting Challenges in Inflation
  - Decision-Making in Inflationary Times
  - Impact on Profit and Loss Statement
  - Balance Sheet Effects
  - Hedging and Risk Management
- Dr Yorck Schmidt**, Chief Financial Officer, Member of the Board, **AVL List GmbH**

### 12.00 – Transformation of Finance Operating Models

- Changing your back-office business model
  - Automation implementations and its effect on governance and human roles
  - Define operating principles on how to structure the operating model: for increased decision support, communication links and KPIs
  - Standardise processes to gain efficiencies & savings
  - Looking for new areas to add finance capabilities
- Mira Gvozdenovic**, Vice President, Finance Technology & Operations, **Hempel A/S**

### 12.45 – Beyond Budgeting – The 21st Century Management Model

- What is Beyond Budgeting
- Cases
- How to get started
- Implementation advice

**Bjarte Bogsnes**, Chairman, **Beyond Budgeting Roundtable**

13.30 – Lunch Break

### 14.30 – Supporting Data Driven Decisions

- Getting data right, having the right resources to support analysis
- Stable and digitalized data into the systems
- Data and communication stewardship

**Tanja Schlesinger**, VP OneSource Business Intelligence, **Deutsche Bahn Regio AG**

### 15.15 – Innovation in Finance: a Strategic and Practical Component with Lessons & Real Life Examples

**Inbal Orbach**, Regional Head, Financial Planning and Reporting, **Takeda**

16.00 – Afternoon Coffee and Networking

### 16.30 – Using AI for Predictive Analysis, Modelling and Long-Term Planning

**Christian Martinez**, Finance Automation Manager, **Kraft Heinz**

### 17.15 – Setting up Finance Centres of Expertise Locally and Globally

- Using a centre of expertise (COE) model
  - Training for COE workforce to provide trusted insights and decision support (a team of strong subject matter experts)
  - Standardisation of processes, reports, with best practices and scalable technology
  - Improving the COE's capabilities incrementally through operational excellence
  - Expanding COEs to other countries globally
- Karin Aalbertsen**, Head of Finance, **Tremco CPG Europe**

### 18.00 – Finance Function Integration during Mergers and Acquisitions

- Technical integration issues: alignment of different accounting rules and reporting systems
- Culture issues: adapting to the new organization and management expectations
- People issues: motivation and retention vs. dismantling and rebuilding
- Transitional issues

**Fabrizio Olivares**, Former CFO Europe, **LafargeHolcim**  
**Dr. Maciej Mikucki**, CFO, **Polpharma Group**  
**Justin Cini**, Head of Finance – Hosting Services, **Airbnb**

18.30 Closing Remarks, End of Day 1, and Reception

**Day 2, May 17, 2024**

09.00 – Opening Remarks from the Chair

**09.15 – Finance Transformation in the Chemical Industry**

- Setting a strategy for finance transformation aligned with the direction of the business
- Updating the finance operating model and organizational structure: what has changed in our day to day roles?
- Enabling finance as a valued business partner
- Business decisions support and analytics
- Automation and continuous improvement
- Finance operations optimisation programmes

**Michael Tesch**, Managing Director Germany and Finance Lead Europe, **Clariant**

**10.00 – Unlocking FP&A's Capabilities to Drive Business Performance**

- Readjusting FP&A's placement in your organization's hierarchy
- Determining FP&A's focus and level of centralization based on market and business factors
- Ensure that FP&A managers are focused on higher level finance and tasks: contributing to the business on decision support, forecasting and management information
- The future path of FP&A technology and its impact on the organization

**Stephane Hamon**, Director of Finance Supply Chain and Solution Europe & ISMEA, **UPS**

**10.45 – Finance's Contribution to Support Business Transformation and Enhance Competitiveness**

- Finance's role in performance as it relates to strategic planning and strategic execution
- Cascading financial performance management principles and SOPs and strategic objectives to the

**Chris Seybold**, CFO, **Gemini Data**

11.30 – Morning Coffee and Networking

**12.00 – Behavioral Finance and Its Importance in Today's Financial Context**

- 2008 Financial Crisis – Representativeness Heuristic
- Dot-com Bubble – Availability Heuristic
- Anchoring in Stock Price Evaluations
- Behavioral Biases in Retirement Savings – Status Quo Bias
- Conclusion

**Dr. Maciej Mikucki**, CFO, **Polpharma Group**

**12.45 – Accounting Transformation and Automation in Practice**

- Practical experiences on accounting transformation
- Centralisation of accounting functions (PTP, RTR, OTC) and the close process
- Common mistakes / pitfalls to be avoided
- Delivering what you promised
- Automating core accounting processes while maintaining stakeholder trust
- The path to continuous accounting

**Frederic Marret**, Group CFO, **Webcor Group**

13.30 – Lunch Break

**14.15 – Sustainability in your Finance Model and Business Partnering**

- ESG strategy within finance
- Development of accounting towards sustainability
- Attention to environmental matters
- Implementing The Corporate Sustainability Reporting Directive

**Remko Walsweer**, CFO, **PreZero Nederland**

**15.00 – Using AI to Unlock Commercial Insights**

**Eyal Dayan**, Head of Commercial Finance, **Polpharma Group**

15.45 – Brief Coffee Break

**16.00 – Building up the Finance Function in Startups/Scaleups**

**Ervin Alliu**, Head of Finance, **Isar Aerospace**

**16.30 – The Use of AI-Powered Chatbots in the CFO Office**

In today's rapidly evolving financial landscape, the integration of AI-powered chatbots in the CFO's office represents a transformative shift. These advanced tools offer unparalleled efficiencies, deeper insights, and enhanced risk management. Let's explore how AI can redefine the role of CFOs and elevate their strategic impact

- **Enhanced Data Analysis and Decision Making:** AI chatbots provide real-time data analysis and reporting, enabling informed decision-making and strategic planning based on market trends and financial forecasts
- **Operational Efficiency and Cost Management:** Automating routine tasks like data entry and invoice processing with AI leads to increased efficiency, reduced errors, and effective cost management
- **Risk Identification and Regulatory Compliance:** AI's ability to detect anomalies and patterns in financial data aids in risk management and ensures adherence to evolving regulatory standards
- **Improved Stakeholder Engagement and Training Support:** AI chatbots facilitate better communication with stakeholders by providing instant financial information and assist in training new staff, ensuring consistent knowledge transfer.
- **Scalability and Predictive Analysis:** AI systems easily scale with the company's growth, offering predictive analytics for future trends, crucial for long-term financial health and planning

**Lennart van Bolderick**, CFO, **Super-B, part of Koolen Industries Group**

17.00 – Closing Remarks from the Chair and End of Forum



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*if booking by April 19th: afterwards the fee increases to €1699*

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**VIRTUAL TICKETS:** access to the live stream & available videos

FREE VIRTUAL TICKET FOR MORNING DAY 1 (virtual access to the morning sessions of day 1. Only for in-house)

PAID VIRTUAL TICKET **€599** + VAT  
*complete virtual access to all sessions & recordings:  
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## WHY YOU SHOULD ATTEND

The necessity of improved controlling and corporate financial performance has never been clearer than the present. The strategic role of financial and performance reporting carries substantial influence on management decision-making. Almost every multinational company has begun or is in the process of implementing a CPM or *financial transformation* programme. Yet a significant amount of corporations have yet to fully realise the true benefits and cost savings of an integrated CPM programme. Also, corporate finance has yet to fully organise its finance functions in an optimal way to suit its corporate structure within its market.

The fragile economic environment requires corporate finance to adapt to rapid changes in income & expense, credit, currency valuation and compliance & operational risks - while at the same time corporate finance must improve overall efficiency and savings. This can be addressed with a coordinated and unified controlling strategy that addresses the various risks, incorporates performance measurement, re-forecasting and budgeting, and uses financial and non-financial data collection and reporting tools to their greatest potential.

Attend our fourteenth Finance event to benchmark how other controllers and financial directors are implementing advanced financial reporting strategies and tools; hear their perspectives - both success stories and lessons learned. Discover how they are reacting to the volatile economy and laying the groundwork for best in class controlling and reporting leadership. Utilise this event to learn from their experiences, compare solutions and take away concrete strategies that you can use to drive financial transformation in your enterprise

## WHO SHOULD ATTEND:

CEO, Vice President, CFO, Directors, Managers of: Group Reporting Management, Corporate Finance, Corporate Accounting, Accounting, Corporate Reporting, Corporate Performance Management, Financial Control, Reporting Control Consolidations, Strategic Planning, Financial Analysts, Investor Relations, Corporate Governance.

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