



**Bernhard Bieler**, VP Financial Processes, Organization and Innovation, Siemens  
 “Updated Digital Finance Roadmap”



**Nicolas Perrin**, CFO, FN Herstal  
 “Corporate Experience with Zero-Based Budgeting”



**Chiel Schoevaars**, Director of Finance, International, Hill International  
 “How to Approach an Overhaul of Finance”



**Dario Ziveri**, Financing, Derivatives and Financial Risk Management, Saipem International  
 “Cascading Financial Leadership & Risk Management in a Time of Economic Crisis”



**Susanne Liepmann**, Group CFO, HTL Biotechnology President, Fi Plus  
 “How to Understand the Transformation Mindset: to Go from the Lasagna Plate (Orderly Fashion, Finance 1.0) to the Spaghetti Plate Finance 4.0 in the VUCA World”



**Bjarte Bogstnes**, Chairman, Beyond Budgeting Roundtable  
 “Beyond Budgeting – Business Agility in Practice”



**Fabrizio Olivares**, Former CFO Europe, LafargeHolcim  
 “Financial Management for Company Survival”



**Thomas Lundell**, Sr. Director of Finance, EMEA & LATAM, NetApp  
 “Digital Finance Roadmap and the Consequences for the Finance Organization”



**Adri Simamora**, Chief Financial Officer Nordics, Sandoz  
 “Embedding Analytics into the Finance and Business Processes”



**Emanuele Tamaizzo**, Finance Director Southern Europe, CHEP  
 “Finance Business Partner: the Journey of the Value Alliance”



**Jurgen Van Eetvelde**, Director Shared Services Center, Arvesta  
 “Accounting Transformation in Practice”



**Jacques Bøgh**, COO and CFO, Beekee  
 “How Far Does Governance Influence Budgeting?”



**Eyal Dayan**, Finance Lead – Southern Europe, IDEXX  
 “Using Analytics to Drive Better Decision Making”



**Marinda van Harskamp**, Director Finance Transformation, Louwman Group  
 “Customer-Driven Finance at Louwman Group”



**Anwar Mirza**, Data Strategy and Governance, FedEx Express EU  
 “Data Governance – Driving Value Across the Organisation”



**Florian Heidecke**, Interim Finance Director, nicebreakers, current assignment: FrieslandCampina DACH  
 “The First and the Last 90 days as a Finance Director – Lessons Learned from Interim Assignments”

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## Day 1, June 13<sup>th</sup>, 2022

09.00 – Opening Remarks from the Chair  
**Liza Richardson**, Head of Pre-sales, **Aptitude Software**

### 09.15 – Update on the Digital Finance Roadmap

- Structure for digital transformation in the Finance Function
  - Focus areas in the Digital Finance Roadmap
  - Experiences, lessons learned and continues shaping
- Bernhard Bieler**, VP Financial Processes, Organization and Innovation, **Siemens**

### 10.00 – Finance Simplification – Making Finance a Trusted Advisor to their Business Partners

- Drivers for finance change
  - Challenges impeding digital finance transformation
  - Market trends
  - A way forward for finance
- Harry Hibbert**, EVP, EMEA, **Aptitude Software**  
**Liza Richardson**, Head of Pre-sales, **Aptitude Software**

10.45 – Morning Coffee and Networking

### 11.15 – Embedding Analytics into the Finance and Business Processes

**Adri Simamora**, Chief Financial Officer Nordics, **Sandoz**

### 12.00 – Data Governance – Driving Value Across the Organisation

- Understanding and embedding Data Governance into the organisation
- A 'connected thinking' implementation approach to optimise Value delivery
- Measure your success by applying Data Governance Controls and Performance Indicators
- Assigning Data Responsibilities across the organisation

**Anwar Mirza**, Data Strategy & Governance, **FedEx Express EU**

### 12.45 – An Introduction to Beyond Budgeting – Business Agility in Practice

- The problems with traditional management, including budgeting
- The Beyond Budgeting principles and companies on the journey
- Equinor's "Ambition to Action" model;
  - redefining performance – dynamic and relative with a holistic performance evaluation
  - dynamic forecasting and resource allocation and no traditional budgets
  - from calendar-driven to event-driven; a more self-regulating management model
- Implementation experiences and advice

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

13.30 – Lunch Break

### 14.30 – Corporate Experience with Zero-Based Budgeting

- Eliminating waste and reduces costs (by budgeting from 'zero' every year)
  - Improved allocation of resources
  - Agility
  - Cost-efficiency and sustainable cost management
- Nicolas Perrin**, CFO, **FN Herstal** (virtually presenting)

### 15.15 – How Far Does Governance Influence Budgeting?

- A short history of budgeting
  - What is "classic" governance?"
  - What is "modern" budgeting?
  - Governance, hidden interests, and budgeting
  - Takeaways for the 2022 FP&A professional
- Jacques Bøgh**, COO and CFO, **Beekee**

### 16.00 – Accounting Transformation in Practice

- Practical experiences on accounting transformation
- Centralisation of accounting functions (PTP, RTR, OTC)
- Common mistakes / pitfalls to be avoided
- Delivering what you promised

**Jurgen Van Eetvelde**, Director Shared Services Center, **Arvesta**

16.45 – Afternoon Coffee and Networking

### 17.15 – The First and the Last 90 days as a Finance Director – Lessons Learned from Interim Assignments

**Florian Heidecke**, Interim Finance Director, **nicebreakers**, current assignment: **FrieslandCampina DACH**

### 18.00 – Customer-Driven Finance at Louwman Group

- Background Louwman Group
  - The need of becoming Customer-Driven at Finance
  - The steps we take at Louwman Group to become Customer-Driven at Finance
  - The result of being Customer-Driven at Finance
- Marinda van Harskamp**, Director Finance Transformation, **Louwman Group**

18.45 – Closing Remarks from the Chair and End of Day 1

Drinks Reception

## Day 2, June 14<sup>th</sup>, 2022

09.00 – Brief Opening Remarks from the Chair  
**Fabrizio Olivares**, Former CFO Europe, **LafargeHolcim**

### 09.15 – How to Understand the Transformation Mindset: to Go from the Lasagna Plate (Orderly Fashion, Finance 1.0) to the Spaghetti Plate Finance 4.0 in the VUCA World

1. The emotional rollercoaster: innovation – transformation – disruption – failure or success?
2. Engage on the journey into the unconscious to unlock the potential of your team
3. Move from Change to Transition
4. How to evolve from a technical to an adaptive leader and lead successful transformations

**Susanne Liepmann**, Group CFO, **HTL Biotechnology**  
President, **Fi Plus**

### 10.00 – Finance Business Partner: The Journey of the Value Alliance

- What we need in the new normal: Leadership, Collaboration and Integration
- Driving decision-making and coming up when there is an impact to P&L and cash flow: business partnering on financials
- The role of finance in developing and bringing sustainable and accurate solutions
- I-volution and the value generation model

**Emanuele Tamaizzo**, Finance Director Southern Europe, **CHEP**

### 10.45 – Digital Finance Roadmap and the Consequences for the Finance Organization

**Thomas Lundell**, Sr. Director of Finance, EMEA & LATAM, **NetApp**

11.30 – Morning Coffee and Networking

### 12.00 – Using Analytics to Drive Better Decision Making

- Assessing customer behaviors and trends
- Guiding commercial teams to focus efforts in the right areas
- Determining the effectiveness of marketing programs and initiatives
- Formulating discounting strategies per the commercial landscape

**Eyal Dayan**, Finance Lead – Southern Europe, **IDEXX**

### 12.45 – Financial Management for Company Survival

- Looking at the global perimeter of a crisis
- Knowing the vital priorities
- What will help, and what will be an obstacle
- Making survival last

**Fabrizio Olivares**, Former CFO Europe, **LafargeHolcim**

13.30 – Lunch Break

### 14.30 – Cascading Financial Leadership & Risk Management in a Time of Economic Crisis

- Leadership and culture sustaining strategies in light of “working from home” workforces, lower forecasting demand, less cash flow and overall pessimism
- The risk management challenge in time of rally of commodity prices and huge FX volatility

**Dario Ziveri**, Financing, Derivatives & Finance Risk Management, **Saipem International**

### 15.15 – How to Approach an Overhaul of Finance

**Chiel Schoevaars**, Director of Finance, International, **Hill International**

16.00 – Closing Remarks from the Chair and End of Forum



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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 this twelfth Controlling 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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