



## Day 1, May 25<sup>th</sup>, 2023

08.30 – Registration and Coffee

09.00 – Opening Remarks from the Chair

**Susanne Liepmann**, Senior Advisor Corporate Finance, President, **FiPlus**

### 09.15 – Usage of Chat GPT and other AI tools in Finance

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

**10.00 – Preparing your Finance Architecture for AI**  
You've outlined a set of AI use cases. You've convinced your stakeholders. You're ready to reap the business benefits. But is your finance architecture able to deliver? AI requires clean, real-time, granular data but many organizations still struggle with siloed, legacy systems and overburdened General Ledgers that make this far from reality. We would want to share steps to take to prepare your finance architecture to deliver on the promises of AI.

**Christopher Kasolowsky**, Chief Product Officer, **Aptitude**

### 10.45 – How to “Tune” your FP&A Engine with a Turbocharger

- The current environment makes business less predictable. (And this is old news)
- FP&A needs to respond to this reality – with some approaches helping more than others. (Hint: It's not just about AI)
- Lessons learned from working with industry leaders

**Khai Tran**, Managing Director, **Valsight**

11.30 – Morning Coffee and Networking

### 12.00 – Digitalization and Evolution of Planning and Control Processes

- From group consolidated reporting to multidevice self-dashboarding
- CPM and BI on a single platform for all budgeting and planning processes
- Dedicated team with finance and IT skills
- To become a data-driven organization with agile decision-making processes

**Alessandro Basile**, Head of Group Planning, Execution & Control, **Sella Group**

### 12.45 Advanced Analytics and Insights through Effective Data Governance

Finance functions need the ability to speed, scale and quality assure analytics and insight models to be a trusted partner. This keynote lays out the vision and important components for Finance Leaders to consider:

- Positioning Advanced Analytics and Insights within the strategic business plan
- Deploying an effective Data Governance Framework across the enterprise
- Costing the Strategic Business Roadmap to forecast Data Value
- Practical first steps for successful business and IT collaboration with real life use case examples

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

13.30 – Lunch Break

### 14.30 – Finance's Role in Migration to ERPs

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

### 15.15 – Towards a Dynamic Finance Operating Model

- The 'hub': changing or reviewing your sourcing or shoring model
- Coping with increasing (regulatory) reporting requirements
- (Data) Leanification
- Business proximity in a changing world
- War for talent

**Emmanuel Dejonckheere**, Chief Operating Officer Finance, **BNPParibas Fortis**

### 16.00 – Corporate Divestments at Philips

- Philips history of divestments
- Philips M&A team set-up (Deal Team and PMI + Disentanglement, functional specialists)
- The Corporate Divestment process (key process phases, milestones, and deliverables/activities)
- Selected finance issues

**Joost ten Hag**, Global M&A Head of Finance, **Philips**

16.45 – Afternoon Coffee and Networking

### 17.15 – Panel Discussion: Finance Function and CFO Leadership

- What is the emerging finance function operating model?
- The future role of AI in corporate finance processes
- The trajectory of centralisation, standardisation and outsourcing of specific finance processes
- The successfactors of finance leadership

**Justin Cini**, Head of Finance – Hosting Services, **Airbnb**

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

**Susanne Liepmann**, Senior Advisor Corporate Finance, President **FiPlus**

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

### 17.45 – Regional Consolidation and Reporting (FP&A): Working between Corporate and Local

- Corporate and local needs and struggles
- When and how is an intermediate level necessary?
- Is real cooperation possible?
- Is conflict avoidable?
- Lessons from a personal experience

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

18.30 – Closing Remarks from the Chair and End of Day 1 Drinks Reception



## Day 2, May 26<sup>th</sup>, 2023

09.00 – Opening Remarks from the Chair

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

### 09.15 – How the CFO can Drive Change in the Organisation?

- Digitalisation
- Change of culture

**Adrian Secolof**, Head of FP&A (Financial, Planning and Analysis), Nufarm

### 10.00 – Executing a Buy and Build Strategy with Distressed Targets

- Preconditions for executing a distressed buying strategy
- Obstacles and buying dynamics
- Pricing models: Earn out as ice breaker?
- Key success factors for performance after PMI

**René Rüdinger**, CFO, Materna SE

10.45 – Morning Coffee and Networking

### 11.30 – Data & Analytics as part of the Digital Transformation in Finance

- Finance teams' unique positioning to take a leading role in data-driven decision making
- Using data & analytics to support commercially viable decision-making processes
- Setting up robust frameworks to assess commercial effectiveness and maximize ROI

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

### 12.15 – Change Management in Digital Transformation Projects in Finance / NRM

**Irina Kremleva**, Head of Revenue Management, Northern Europe, PepsiCo

13.00 – Lunch Break

### 14.00 – New Sustainability Reporting Frameworks – Strategic Impact on Finance

- New European Sustainability Reporting Standards
- Integration of sustainability reporting in Finance (data, financial input and responsibility)

**Kristian Koktvedgaard**, Head of VAT, Accounting and Auditing, Confederation of Danish Industry

### 14.45 – Unleashing Creativity in Finance: Exploring the Potential of DALL-E

- Visualizing complex financial concepts: Discover how DALL-E can help create engaging visual representations of complex financial concepts, making them easier to understand for non-finance professionals
- Encouraging creativity and innovation: Learn how DALL-E's limitless possibilities can inspire finance leaders to think outside the box and explore new ideas in their field
- Enhancing communication and storytelling: Find out how incorporating AI-generated images into presentations can make your message more memorable and engaging for various stakeholders.
- Designing financial dashboards and graphs: See how DALL-E can generate customized designs for financial dashboards and create innovative data visualizations, improving the overall user experience
- Embracing the future of AI in finance: Discuss the importance of understanding and embracing AI technologies like DALL-E to drive growth and innovation in your organization

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

15.30 – Closing Remarks from the Chair and End of Event