



**Finance Transformation**  
LEADERS CONFERENCE

Creating Business Value

19 October 2010  
Brussels

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## Finance Transformation Leaders Conference

The Annual Finance Transformation Leaders Conference brings together heads of finance, shared services, transformation operations, outsourcing, solution providers, advisory firms and renowned industry experts to exchange exclusive insights on how to create business value from the finance organization and make real contributions to the overall business.

Under an exclusive backdrop, Finance executives on an international scale gather for an intimate setting of debate, learning, and networking. Through impactful plenary presentations, interactive executive briefings, a workshop, and pleasant networking sessions including a pre-conference champagne reception and an exquisite three course lunch, attendees will walk away with highly valuable business insights and a stronger peer network.

Attendees will get access to:

- A leading, visionary, interactive and business intelligence enriching event
- Thought provoking insights and advice from senior executives creating business value from their finance organizations
- Interactive Executive Briefings (round-table discussions) where the gloves come off and critical transformation issues are discussed and solved
- Stimulating case-study presentations showcasing contributions to the overall business
- Intimate and unparalleled networking opportunities with like-minded executives

### Focus Topics

The theme for this event is *Creating Business Value* with focus topics covering:

- Demands on a CFO in Today's Transforming Business World
- Creating Business Value through Finance Transformation
- Performance Improvement Transformation Solutions
- Key Finance Focus Points to Drive Business Value
- Next Generation: What Should Finance Transformation Look Like
- Future of Finance
- The Value of IT in Finance Transformation
- Top Benchmarking Strategies and Measurements to Drive Added Value
- Aligning Governance Structures with Changing Business Transformation Priorities
- Key Talent Requirements in Today's Transformed Business World
- The Best and Worst Strategies

### Speakers

Speakers and Discussion Leaders include senior executives from leading organizations engaged in finance transformation. Speaker invites are in progress. Last year's speakers came from the following companies:

Agfa HealthCare - Bayer - Borealis - Brainware - Capgemini - DHL Global Business Services - DLA Piper - DSM Business Support - Eli Lilly - FedEx - Fujitsu - Gartner - GE - Henkel - International Paper - JohnsonDiversey - Siemens AG - The Hackett Group - Tetra Pak - UCB - University of Applied Sciences, Berlin - Zurich Financial Services

### Who Will Attend

The Finance Transformation Leaders Conference brings together 75 senior executives transforming their finance operations. They include:

- CFO'S
- Finance directors
- Directors of shared services centers
- Directors of business service centers
- Heads of finance improvement/transformation
- Heads of outsourcing
- Sourcing directors
- Operations managers
- Financial controllers
- Purchase to pay managers
- Heads of credit & collections
- Heads of accounts receivables
- Heads of treasury
- Business & financial analysts
- Investment researcher/analysts
- Solution providers
- Advisors

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## What People Said at Past Events

*"Has to be the best event of its kind that I have attended in a long time. It was focused and to the point and had the right level of people there with whom you could have a dialogue with and share ideas."*

**Glen Schmidt**, Director Finance Operations EEMEA, DHL

*"A visionary initiative and a great opportunity for all of us to get out of the box we live in everyday and share our experiences with our counterparts."*

**Pietro Iallonardo**, Director Financial Services Europe, PPG Industries Europe

*"The break out session was excellent; lots of active discussion and sharing of experiences and views from people who have actually done the kinds of deals in issue."*

**Kit Burden**, Partner, DLA Piper UK LLP

*"I have been to a number of events and this was very well run, interactive and a good quality of attendees."*

**Antony Welfare**, Director of Shared Service, DSG international

## Attendee Profile

### Company Breakdown

Corporate End-users/Customers	62%
Advisors/Analysts	12%
Service Providers	11%
Other	15%

### Job Title Breakdown

C-levels, Managing Directors	12%
Vice Presidents, Directors	54%
Managers	26%
Other	8%

### Geographic Breakdown

Benelux	42%
UK/Ireland	24%
Germany	14%
Switzerland	8%
France	4%
Denmark	3%
Other	5%



Networking lunch



Pre-conference cocktail reception



Conference presentation



Stream session: Executive Briefing



Attendee engagement

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## Working Agenda

### Monday 18 October, 2010

19:30 – 21:30 **Pre-Conference Networking Cocktail Reception**

### Tuesday 19 October, 2010

08:30 – 09:00 **Registration & Welcome Coffee**

09:00 – 09:10 **Chairman Welcome Address**

**Karsten Soderberg**  
Director, CorporateLeaders

**Tom Bangemann**  
Vice President Business Transformation, The Hackett Group

09:10 – 09:50 **Keynote: Demands on a CFO in Today's Transforming Business World**

**TBC**

09:50 – 10:30 **Case Study: Creating Business Value through Finance Transformation**

**Sam Strijckmans**  
Director - Board Member, CFO, Nitto Europe

10:30 – 11:10 **Networking & Coffee Break**

11:10 – 12:30 **Parallel Sessions**

**Stream A: Executive Briefing**  
**Performance Improvement: Finance Transformation Solutions**

**Anton Blokland**  
Director Continuous Improvement, Cytec

**Kolbjørn Midttun**  
Managing Director, Mirror Support Services UAB

**Glen Schmidt**  
SVP Director of Finance Operations EEMEA, DHL

**Stream B: Executive Briefing**  
**Value Creation: Key Finance Focus Points to Drive Business Value**

**Marianne Abib-Pech**  
Downstream Finance- Special Projects, Shell International Petroleum Company, Former CFO, Shell Aviation

**Carl Barnes**  
Director - UK Shared Services, Informa

**Nathalie De Wachter**  
Regional Finance Director Europe, AstraZeneca

**Jürgen Maul**  
Head of Finance and Accounting Services, Bayer Business Services

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- 12:30 – 13:50 **Networking Lunch**
- 13:50 – 14:10 **Performance Improvement**
- Tim Vermeire**  
Managing Partner, Still Movin
- 14:10 – 14:40 **Panel Discussion: Future of Finance Transformation**
- Rens Blankers**  
SVP and GM Shared Business Services Finance, Philips
- Cathy Tornbohm**  
Vice President Research, Gartner
- Wim Van der Smissen**  
VP Finance Europe, Bemis
- 14:40 – 15:10 **Presentation: The Value of IT in Finance Transformation**
- TBC**
- 15:10 – 15:30 **Networking & Coffee Break**
- 15:30 – 16:40 **Parallel Sessions**
- Stream A: Executive Briefing**  
**Benchmarking: Top Benchmarking Strategies and Measurements to Drive Added Value**
- Tom Bangemann**  
Vice President Business Transformation, The Hackett Group
- Declan Guerin**  
VP Finance & CFO, Cargotec EMEA
- Stream B: Panel Discussion**  
**Governance: Aligning Governance Structures with Changing Business Transformation Priorities**
- Kit Burden**  
Partner and Head of Technology, Sourcing and Commercial Group, DLA Piper
- Anna-Britta Carlsson**  
Transition & Governance Manager, SKF
- Adriano Cito**  
VP Finance EMEA at KCI and Managing Director Global Share Service Center, KCI
- 16:40 – 17:10 **Panel Discussion: The Best Things We Have Done**
- Marianne Abib-Pech**  
Downstream Finance- Special Projects, Shell International Petroleum Company, Former CFO, Shell Aviation
- Declan Guerin**  
VP Finance & CFO, Cargotec EMEA
- 17:10 – 18:00 **Networking & Farewell Drinks**

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