

24 March 2009,  
Sofitel Brussels Europe

# Transformation (r)Evolution

AN EXCLUSIVE NETWORKING EVENT BY

 **CorporateLeaders**  
BUSINESS TRANSFORMATION NETWORK

## What people said about the last event:

"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*

"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*

"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*

"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*

## Agenda and Topics

The Finance Transformation Leaders Conference provides insights and learnings from leading organizations and executives on:

- What's on the CFO Agenda
- Finance Outsourcing Evolution
- Performance Optimization in Shared Services and Outsourcing
- Captive Shared Services Vs Outsourcing
- The Next Phase: Commercializing Shared Services
- Revolutionizing Transformation through Automation
- Trend Analysis
- Driving Innovation in Shared Services and Outsourcing
- Lessons Learned from Servicing Outsourcing Clients - The Providers' Side of the Story
- Managing Talent in Business Transformation

## What Will You Get Out of It

The Finance Transformation Leaders Conference has been structured to provide the best networking opportunities to meet peers, forge new relationships, and gain strategic orientation and insights. The exclusive plenary sessions, interactive roundtable discussions, and networking opportunities will allow you to:

- Gain the best insights and knowledge on successful business transformation
- Draw on the latest industry thinking
- Exchange ideas with peers
- Address questions directly with experts
- Compare and discuss issues of common interest
- Develop and share ideas, innovations and knowledge of best practices
- Meet new people and build mutually beneficial business relationships

## Who Should Attend

CFO'S • Heads of finance improvement/transformation • Financial directors • Directors of shared services centers • Directors of business service centers • Heads of shared accounting and financial services • Operations managers • Financial controllers • Purchase to pay managers • Heads of credit & collections • Heads of accounts receivables • Heads of treasury • Business & financial analysts • Operations managers • Investment researcher/analysts

### PREMIUM SPONSORS



### EXHIBITORS



### PARTNERS



## Monday 23 March 2009 (Pre-conference day)

18:30 – 19:30  
**Provider Clinic: Q&A with Sponsors and Partners**

19:30 – 21:00  
**Pre-Conference Networking Cocktail**

## Tuesday 24 March 2009 (Main conference day)

07:45 – 08:45  
**Exclusive Lead Sponsor Breakfast Meetings**

07:45 – 08:45  
**Registration & Welcome Coffee**

08:45 – 09:00  
**Chairman Welcome Address**



▶ **Karsten Soderberg,**  
*Director,*  
**CorporateLeaders**

09:00 – 09:40  
**Presentation**  
**Global Corporate Finance Strategy**  
How should business and finance transform to survive and thrive in today's environment



▶ **Nathalie Dewachter,**  
*Finance Director for European*  
*Medium-Sized Affiliates,*  
**Eli Lilly**

09:40 – 10:20  
**Case Study:**  
**Finance Outsourcing Evolution**



▶ **Bill Cowie,**  
*VP Finance Transformation*  
*and Business Services,*  
**Tetra Pak International**



▶ **Jon Bell,**  
*Engagement Director for*  
*SKF and Tetra Pak –*  
**Caggemini BPO Services**

10:20 – 11:10  
**Networking and Coffee Break**

11:10 – 12:30  
Parallel Sessions

### Stream A

#### Executive Briefing: Performance Optimization in Shared Services and Outsourcing



▶ **Moderator:**  
**Martin Wolleswinkel**,  
Practice Lead Finance Transformation,  
Europe, **The Hackett Group**



▶ **Adriano Cito**,  
Region Controller Europe, Africa  
and Middle East & Director FSSC,  
**JohnsonDiversey**



▶ **Liam Keys**,  
General Manager GBS Financial  
Services Europe,  
**GE**



▶ **Luc Le Brun**,  
Controller Business Process  
Optimization Finance,  
**Agfa HealthCare**



▶ **Gerard Lopez**,  
Vice President of EMEA Operations,  
**Brainware**

### Stream B

#### Case Study and Interactive Discussion: Captive Shared Services versus Outsourcing

Speaker:



▶ **Harry Wauters**, Director,  
Global Financial Shared Services Centers,  
**International Paper**

- International Paper Company
- International Paper's Global Financial Shared Services Centers
- Drivers for Outsourcing
- Outsourcing Versus Captive
- Must have in your contract

Interactive Discussion Leader:



▶ **Pankaj Alexander**,  
Senior Manager Controller,  
**FedEx**



▶ **Interactive Discussion Moderator:**  
**Karsten Soderberg**,  
Director,  
**CorporateLeaders**

### Stream C

#### Executive Briefing What's Next for Shared Services



▶ **John Hall**,  
Senior Vice President,  
**DSM Business Support**



▶ **Juergen Maul**,  
Head of Finance and  
Accounting Services,  
**Bayer Business Services**



▶ **Reginald Van Peteghem**,  
Director Financial  
Processes & Services,  
**Borealis Polymers N.V.**

12:30 – 13:30

**Networking Lunch**

13:30 – 13:40

**Performance:  
Capacity to Change**

13:40 – 13:50

**Morning Parallel Sessions Roundup**

13:50 – 14:30

**Case Study:  
Revolutionizing Transformation through  
Automation**

14:30 – 15:00

**Trend Analysis: Interactive Discussion**

Moderator:



▶ **Karsten Soderberg,**  
*Director & Founder,*  
**CorporateLeaders**



▶ **Cathy Tornbohm,**  
*Vice President Research,*  
**Gartner**

15:00 – 15:20

**Networking & Coffee Break**

15:20 – 16:40

**Parallel Sessions**

### Stream A

**Executive Briefing:  
Driving Innovation in Shared Services and  
Outsourcing**

Moderator:



▶ **Dr. Soeren Dressler,**  
*Professor of International  
Management Accounting,*  
**University of Applied Sciences,**  
*Berlin; Director, Offshoring Institute*



▶ **Dr. Constanze Nuesperling,**  
*Senior Director Shared Services,*  
**UCB**

- New technology and further automation – how to understand which technology is right for you
- More client focus through comprehensive charging models – what are the state-of-the-art charging models
- Creating the Center of Competence – how to stimulate innovation through bundling of competencies
- Products vs. process orientation – how should the service offering be structured



▶ **Cathy Tornbohm,**  
*Vice President Research,*  
**Gartner**



▶ **Reginald Van Peteghem,**  
*Director Financial Processes  
& Services,*  
**Borealis Polymers N.V.**

### Stream B

**Case Study and Interactive Discussion:  
Lessons Learned from Servicing Outsourcing  
Clients - The Providers' Side of the Story**



▶ **Moderator:**  
**Kit Burden,**  
*Partner and Head of Technology,  
Sourcing and Commercial Group,*  
**DLA Piper**



▶ **Carina Smith,**  
*Vice President,*  
**Capgemini Global BPO Services**



▶ **Harry Wauters,**  
*Director, Global Financial Shared  
Services Centers,*  
**International Paper**

### Stream C

**Executive Briefing:  
Best Human Capital Management Practices in  
Business Transformation**



▶ **John Hall,**  
*Senior Vice President,*  
**DSM Business Support**



▶ **Dr. Joachim Jaeckle,**  
*Corporate Senior Vice President  
Financial Operations,*  
**Henkel**



▶ **Linda Kromjong,**  
*Senior Director HR, Europe and EMEA,*  
**DHL Global Business Services**

16:40 – 17:00

**Afternoon Parallel Sessions Roundup & Closing  
Remarks**

17:00 – 17:30

**Networking & Farewell Drink**

## Fees

### Corporate executives, transformation leaders and buyers

- **CorporateLeaders Network Members Fee:**  
**FREE**
- **Early Registration Fee:**  
**EUR 1,000 + VAT** valid until 17/02/09
- **Standard Registration Fee:**  
**EUR 1,250 + VAT** from 18/02/09
- **Corporate Networking Package Fee:**  
**EUR 1,750**  
2 x delegate-passes and annual networking benefits
- **Corporate Premium Networking Package Fee:**  
**EUR 3,000**  
4 x delegate-passes and annual networking benefits

*Contact us for group registration conditions and any other questions on +32 478 223 711 or email us at [events@corporate-leaders.com](mailto:events@corporate-leaders.com)*

### Providers, advisors, consultants and analysts

- **Standard Registration Fee:**  
**EUR 2,500 + VAT**

The conference fee includes complete conference materials, access to all sessions, social events and meals\*.

Belgium VAT is charged at 21%.

#### **Terms & Conditions**

The registration fee includes access to the event and program, event documentation, lunch, refreshments, evening arrangements and administrative expenses.

#### **Payment Terms**

Payment is due in full upon completion and return of the registration form. Due to limited event space we advise early registration and payment by credit card to avoid disappointment. Admission to the event can be refused if payment has not been received.

#### **Cancellation and Substitution Policy**

If you are unable to attend the event for any reason, you may substitute at no extra charge provided the fee has been paid in full. Please email details of substitution to [events@corporate-leaders.com](mailto:events@corporate-leaders.com).

Cancellations must be received by email to [events@corporate-leaders.com](mailto:events@corporate-leaders.com) more than 7 days prior to the event in order to obtain a full credit for any future event. Cancellations received 7 days or less prior to the event will not be credited.

## Venue

### Sofitel Brussels Europe

The Finance Transformation Leaders Conference will be held in Brussels at the Sofitel Brussels Europe Hotel\*. Upon receipt of registration, we will provide our preferential booking form at the Sofitel Brussels Europe, valid **until Monday 23 February**, to be sent to the hotel directly. After 23 February, the preferential rate will be available upon availability at the hotel only.

Place Jourdan 1  
1040 Brussels  
Belgium  
Telephone: +32 2 235 5100  
Fax: +32 2 235 5101  
Email: [H5282@accor.com](mailto:H5282@accor.com)  
Website: [www.sofitel.com](http://www.sofitel.com)



\* You are responsible for your own hotel and travel

#### **Cancellation or Postponement by CorporateLeaders**

If CorporateLeaders cancels the event, payments received at the cancellation date will be credited towards attendance at a future CorporateLeaders event or, if the event is postponed by CorporateLeaders, for the rescheduled date. Credit notes remain valid for twelve months.

#### **Force Majeure**

CorporateLeaders is not responsible for any loss or damage, nor will it refund payments received, as a result of a substitution, alteration, postponement or cancellation of an event due to causes beyond its control. This includes, without limitation, natural disasters, sabotage, accident, trade or industrial disputes or hostilities, or any other factor beyond its direct control.

#### **Other Terms and Conditions**

CorporateLeaders reserves the right to postpone or cancel an event, to change the location of an event or to alter the advertised speakers for an event. The registration fee does not include participants' travel or hotel expenses. Please check with your travel agent to find out if it is necessary to obtain a visa for the hosting country.

## Registration Please provide us with the registration details below:

### Personal Information

Networking Partner ID : \_\_\_\_\_  
 Salutation : \_\_\_\_\_ First Name : \_\_\_\_\_  
 Last Name : \_\_\_\_\_  
 Job Title: \_\_\_\_\_  
 Company : \_\_\_\_\_  
 Email : \_\_\_\_\_  
 Phone : \_\_\_\_\_  
 Mobile : \_\_\_\_\_

## Event Information

### Event Fee

<input type="checkbox"/> CorporateLeaders Network Members Fee:	<b>FREE</b>
<input type="checkbox"/> Early Registration Fee:	EUR 1,000 + VAT (vaild until 17/02/09)
<input type="checkbox"/> Standard Registration Fee:	EUR 1,250 + VAT (from 18/02/09)
<input type="checkbox"/> Corporate Networking Package Fee:	EUR 1,750 (2 x delegate-passes and annual networking benefits)
<input type="checkbox"/> Corporate Premium Networking Package Fee:	EUR 3,000 (4 x delegate-passes and annual networking benefits)

Special Guest Code : \_\_\_\_\_

<b>11:10 – 12:30</b> <b>PARALLEL</b> <b>SESSIONS</b>	<input type="checkbox"/> Stream A	Performance Optimization in Shared Services and Outsourcing
	<input type="checkbox"/> Stream B	Captive Shared Services versus Outsourcing
	<input type="checkbox"/> Stream C	The Next Phase: Commercializing Shared Services
<b>15:20 – 16:40</b> <b>PARALLEL</b> <b>SESSIONS</b>	<input type="checkbox"/> Stream A	Driving Innovation in Shared Services and Outsourcing
	<input type="checkbox"/> Stream B	Lessons Learned from Servicing Outsourcing Clients
	<input type="checkbox"/> Stream C	Best Human Capital Management Practices in Business Transformation

I will attend the Pre-Conference Networking Cocktail

Special Requirements : \_\_\_\_\_

### Company & Payment Information

Address : \_\_\_\_\_  
 City : \_\_\_\_\_ State/County : \_\_\_\_\_  
 Postcode/Zip : \_\_\_\_\_ Country : \_\_\_\_\_  
 Vat No. : \_\_\_\_\_  
 Invoice       Credit card  
 Card type \_\_\_\_\_ Name on card \_\_\_\_\_  
 Expire: \_\_\_\_\_ Card number: \_\_\_\_\_ Security code \_\_\_\_\_

**PLEASE FAX BACK YOUR COMPLETED FORM TO +32 2 791 9694**