











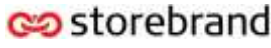


# Finance Shared Services Exchange







14<sup>th</sup> – 16<sup>th</sup> September 2015  
Hotels Van Oranje, Noordwijk, The Netherlands

Discover How You Can Run Finance Operations as True Business Partners with Clients and Customers

## Our Experts that Will be Leading Case Studies, Presentations and Discussions in 2015 Include:

<p><b>Alexander Jochinger</b> Director Finance Operations Europe Sanofi</p>  <ul style="list-style-type: none"> <li>Leading Global Healthcare company dedicated to improving health and driving back disease</li> <li>Responsible for deploying external shared Services across Europe at Sanofi, an uncommon approach with a real pilot phase and a robust roll out methodology developed internally</li> </ul>	<p><b>Bobby Abraham</b> Group Head of Finance Shared Services Vodafone</p>  <ul style="list-style-type: none"> <li>The Vodafone Transformation Programme, EVO, was awarded the SAP EMEA quality award</li> <li>Global Head of Finance SSCs across Europe &amp; Asia and accountable for Finance Operations delivery in Shared Services and transformation</li> <li>GBS enthusiast driving Industry wide messages on 'No More Mess for Less - Get More with Less' - 'Simplify before Standardize'</li> </ul>	<p><b>George Connell</b> VP Strategy, Finance Operations Shell</p> <ul style="list-style-type: none"> <li>George is a member of the Association of Chartered Certified Accountants shared services advisory council designation</li> <li>Joined Shell in 1998 as Finance Manager of the shared services Joint Venture (TASCO) that Shell created with Ernst &amp; Young, and helped to establish the first shared service centre in Glasgow</li> </ul>	<p><b>Srini Krishna</b> Director, Outsourcing Strategy &amp; Economics, Corporate Finance – Strategic Sourcing Microsoft</p> 
<p><b>Guido Oudejans</b> VP Finance TomTom</p>  <ul style="list-style-type: none"> <li>Senior Finance professional with over 20 years of diverse experience cutting across transition, business process and outsourcing solution design</li> <li>Implemented Global Shared Services in TomTom. Designed the TomTom India Finance Shared Services Centre</li> </ul>	<p><b>Mariusz Szalaj</b> Director, AVON Global Shared Services AVON</p>  <ul style="list-style-type: none"> <li>BPO (operational perspective) service provider within Finance &amp; Accounting &amp; IT areas for over 25 countries across EMEA and 5 within NA region</li> <li>Knowledge Process Outsourcing (Center of Excellence perspective) service provider for entire AVON Global Finance Organization</li> </ul>	<p><b>Jean Bertrams</b> Director Finance Global Services AkzoNobel</p>  <ul style="list-style-type: none"> <li>Responsible for Finance process standardization, outsourcing programs, and service operations</li> <li>Held leadership positions in Finance and Information Management, and managed transformations across different industries</li> </ul>	<p><b>Magdalena Wlodek</b> Director Finance Service Centre Europe Philip Morris International</p>  <ul style="list-style-type: none"> <li>Responsible for development of PMI Finance Service Center Europe in terms of geography and scope.</li> <li>Supports the global finance governance model at PMI and leads a team of 500 people in Krakow.</li> </ul>
<p><b>Sanjin Nabuurs</b> Head of GFS Finance NL RBS</p>  <ul style="list-style-type: none"> <li>Leads Global Finance Services NL team of 11 FTE's onshore (The Netherlands) &amp; 10 FTE's offshore (India)</li> <li>Proven track record of leading large teams (10+ FTE's) and to develop finance staff with a special focus on soft skills and behavior change</li> </ul>	<p><b>Yannis Tsamitros</b> Associate Director Financial Processes &amp; Control Merck &amp; Co. Inc</p>  <ul style="list-style-type: none"> <li>Led the merger of the accounting departments of Schering Plough Netherlands and Organon Netherlands</li> <li>Leads shared business services for Europe, Africa and the Middle East</li> </ul>	<p><b>Stephan Kreuzberg</b> Business Unit &amp; Finance Director WeightWatchers</p>  <ul style="list-style-type: none"> <li>Led Financial Planning and Forecasting cycles to EMEA level for P&amp;L, Balance Sheet and Cash Flow Set-up and led new European FP&amp;A organisation in Geneva</li> <li>Lean/Six Sigma lead, redesigned monthly forecasting process in Europe, resulting in cost reductions and major quality improvements</li> </ul>	<p><b>Raoul Veltman</b> Director Shared Services Stryker</p>  <ul style="list-style-type: none"> <li>Responsible to drive the stabilisation and business arm of the shared service model within Europe and emerging markets.</li> <li>Named on list for FORTUNE World's Most Admired Companies – 2015 for the 14<sup>th</sup> consecutive year</li> </ul>
<p><b>Mike Stops</b> Group Director Service Centres Nippon Sheet Glass Co. Ltd</p>  <ul style="list-style-type: none"> <li>Implemented successful global IT shared services and thus approached to create Finance, Procurement and HR</li> <li>Has global responsibility for service centres in Poland, Brazil, China and Japan</li> </ul>	<p><b>Richard van Rossum</b> Head of Accounting &amp; Finance (Europe &amp; China) GEA Food Solutions</p>  <ul style="list-style-type: none"> <li>Responsible for worldwide Accounting of GEA Food Solutions</li> <li>Responsible for further implementation and strengthening of the financial shared service centre in Europe and China</li> </ul>	<p><b>Malgorzata (Gosia) Chmura</b> EMEA Finance Director, Financial Services Abbvie</p>  <ul style="list-style-type: none"> <li>Leads the EMEA region for Abbvie in Financial Services organization, reporting to VP Area Financial Services</li> <li>Moved to Abbvie from Heineken, where she was part of Management Team involved in setting up a new Global Shared Service Centre in Krakow</li> </ul>	<p><b>Ole Rikard Rønning</b> CEO Storebrand Baltic</p> 

## Advisory Council for Finance Shared Services Exchange

<b>Paul Wickens</b> Chief Executive, Enterprise Shared Services Northern Ireland Civil Service	 <b>Stephen Babbage</b> Hub Programme Transition Director TUI Travel	 <b>Arnold Van Boven</b> R2R Operations and Accounting Director, Finance Services Unilever
<b>Tomasz Brzostowski</b> GFSS Director EMEA, Americas & APAC Hitachi Data Systems	 <b>Derek Parlour</b> Former Head of Commercial National Rail Enquiries, ATOC	 <b>Marco Jansen</b> Finance Manager McGregor
<b>Lee Allen</b> CEO Netsend Ltd	 <b>Wojciech Krygowski</b> Director, Global Finance Operations Rockwell Automation	 <b>Peter Villanyi</b> VP, Strategic Business Transformation, EMEA Avis Budget Group EMEA Business Support Centre

### Welcome Networking Evening - Finance Shared Services Exchange 14<sup>th</sup> September 2015

Join our [Linked In Group](#) and [Follow us on Twitter](#)

18.30-19.00	<b>Event Registration</b> You will be greeted at registration by the Finance Shared Services Exchange team who will run through your personal schedule for the Exchange. You will also receive a "Top Projects" sheet, which includes a list of challenges each registered delegate is looking to overcome. This is a great tool to help 'break the ice' when networking and helps you identify which of your peers in attendance are facing similar challenges to you.
19.00-20.00	<b>Networking Welcome Drinks</b>



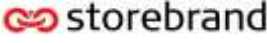

### Day One – Finance Shared Services Exchange 15<sup>th</sup> September 2015

Join our [Linked In Group](#) and [Follow us on Twitter](#)

07:40– 08:55	<b>Registration</b>
08:00– 08:55	<b>Breakfast Briefing: Calculate the Success of Your Shared Services or GBS Model: Get the Right Balance for Driving Operational Excellence, Improving Customer Service and Partnering with the Business to Remain Relevant</b> <i>Session available for sponsorship</i>
09:00- 09.05	<b>Welcome from the Finance Shared Services Exchange</b>
09:05- 09:15	<b>Chairman's Welcome &amp; Opening Remarks</b>
<b>TRANSFORMATIONAL CHANGE THROUGH TECHNOLOGY &amp; INNOVATION FOR CONTINUOUS IMPROVEMENT</b>	
09:15-09:45	<b>Industry Leadership Keynote: How To Implement Transformation And Optimisation Methodologies In Your Shared Services Operations</b> We all wish to standardize and re-engineer our processes to improve efficiency. However, working with a technology provider to tailor their software according to your needs is not common practice. Find out how Vodafone collaborated with SAP to create finance services to ensure customer reach, operational agility, cost competitiveness and stakeholder confidence whilst implementing change. <b>Bobby Abraham, Group Head of Finance Shared Services, Vodafone</b>



09:50-10:20	<b>One-to-One Business Meetings</b>	<b>BrainWeave *RESERVED*</b> 	
10:25-10:55	<b>One-to-One Business Meetings</b>	<b>David Poole, CEO, Symphony Ventures Limited</b>	
11:00-11:40	<b>Panel Discussion: How Enabling Technologies Such as e-Invoicing Help You to Achieve Straight-through Processing within Your Purchase-to-pay process</b> <ul style="list-style-type: none"> <li>Eliminate invoice exceptions and improve your on-time payment targets</li> <li>How to engage 100% of your suppliers and effectively manage your supply chain through best practice supplier enrolment</li> <li>Use best practice methods to ensure process compliance across your organisation</li> </ul> 		
11:40-12:10	<b>Case Study: The Team Extension Model at RBS</b> It is vitally important to get the right structure to meet the needs of your business and best utilize internal and external talent. At RBS, a Team Extension Model has been successfully implemented, where the offshore teams are much more integrated and involved in decision-making than in a more traditional offshore model. In this practical session, Sanjin Nabuurs, Head of GFS Finance NL at RBS will outline what the Team Extension Model is, including the reasons they chose this model and how they got there. He will also discuss lessons learned in relation to what worked and what needed to change along the way, plus which factors have contributed to the success of the model at RBS and the importance of communication. <b>Sanjin Nabuurs, Head of GFS Finance NL, RBS</b>		
12:15-12:45	<b>One-to-One Business Meetings</b>	<b>BrainWeave : Transforming your Shared Service Center to Deliver Value and Growth</b>	
12:50-13:20	<b>One-to-One Business Meetings</b>	<b>Charles Kaplan, VP, Lexmark Enterprise Software</b>	
13:20-14:15	<b>Networking Lunch</b>		
<b>ROUNDTABLE DISCUSSIONS</b>			
14:15-15:15	 <b>Roundtable 1: If I Have Maintained SLA's, does this Mean my Customers are Happy?</b> <b>Rakesh Sangani</b> Partner, Proservartner 	<b>Roundtable 2: Insourcing, Outsourcing or Hybrid?</b> <b>Malgorzata (Gosia) Chmura</b> EMEA Finance Director, Financial Services, Abbvie	<b>Roundtable 3: How Continuous Controls Monitoring is Changing the Face of Accounts Payable and Increasing the Value of What Shared Services Do</b> <b>David Griffiths, CEO, FISCAL Technologies Ltd</b>
	<b>Roundtable 4: Business Process Management (BPM)- Understand where Costs are Incurred or Value is Lost</b> <i>Session available for sponsorship</i>	<b>Roundtable 5: Utilising Big Data &amp; Analytics to Improve Efficiency &amp; Profitability of the Business</b> <i>Session available for sponsorship</i>	<b>Roundtable 6: As a Global Process Owner, what are the Skills, Business Knowledge and Business Partnering Capabilities I Need?</b> <i>Session available for sponsorship</i>
15:15-15:45	<b>Case Study: GLOCAL (Global but Locally Relevant): The Fine Art of Achieving a Consistent Service across Multiple Countries with Your BPO Provider</b> <b>Alexander Jochinger, Director Finance Operations Europe, Sanofi</b>		
15:50-16:20	<b>One-to-One Business Meetings &amp; Networking</b>		
16:25-16:55	<b>One-to-One Business Meetings</b>	<b>BrainWeave: : Going Digital to Increase Efficiency, Quality and Transparency</b>	
17:00-17:30	<b>One-to-One Business Meetings</b>	<i>Session available for sponsorship</i>	

17:30-18:40	<p><b>Interactive Panel &amp; Strategy Shoot-Out</b></p> <p><b>PART 1: Panel Discussion: Embedding Operational Excellence as Part of your DNA will Maintain a Continuous Improvement Culture even though Conditions May Change</b></p> <p><b>PART 2: Strategy Shoot Out:</b> If you have any burning questions, we want to hear from YOU. We will be collecting these in advance. Each panellist will only have 30 seconds in which to provide their best possible answer.</p> <p><b>Ole Rikard Rønning, CEO, Storebrand Baltic</b>  <b>Richard van Rossum, Head of Accounting &amp; Finance, GEA Food Solutions</b>  <b>Guido Oudejans, VP Finance, TomTom</b></p>    
18:40	<b>Chair's Closing Remarks Day One</b>
18:45	<b>Evening Drinks Reception</b>

<b>Day Two – Finance Shared Services Exchange</b> 16 <sup>th</sup> September 2015			
Join our <a href="#">Linked In Group</a> and <a href="#">Follow us on Twitter</a>			
07:40–08:55	<b>Registration &amp; Check-Out Time</b>		
08:00–08:55	<p><b>Breakfast Briefing: Taking Your Strategy Broader And Talking About The Full Processes: How Do You Bring In More Business? How Do You Extend Fully End-To-End?</b></p> <p><i>Session available for sponsorship</i></p>		
09:00-09:10	<b>Chairman's Welcome &amp; Opening Remarks</b>		
09:10-09:40	<p><b>Presentation: Driving Economic Value through Outsourcing and Aligning with Your Service Partner</b></p> <p>Outsourcing should not just be about getting more for less. Although driving efficiencies is a key driver, it is important that companies look at the value they can create through outsourcing, and how to manage the relationship with the outsourcing partner in order to support and drive this value for your business.</p> <p>In this session, Srin Krishna, Director, Outsourcing Strategy &amp; Economics at Microsoft will talk about his experiences at Microsoft where, because of the levels of outsourcing they were doing, he has now driven a joined up outsourcing strategy across Microsoft. Outsourcing has become a fundamental part of the service delivery mechanism therefore it is essential that outsourcing is approached as a way to drive economic value. Srin will also discuss the importance of aligning with your outsourcing partner and how they get this balance right.</p> <p><b>Srin Krishna, Director, Outsourcing Strategy &amp; Economics, Corporate Finance – Strategic Sourcing, Microsoft</b></p>		
09:45-10:15	<b>BrainWeave: Led by MedZ</b>		
10:20-10:50			
10:55- 11:25			
11:30-12:00	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; background-color: #ffe0e0; text-align: center;"> <p><b>Masterclass A:</b></p> <p><b>Corporate Performance Management: Combining Multiple Finance Processes for a Broader Vision of your Company's Performance</b></p> <p><i>Session available for sponsorship</i></p> </td> <td style="width: 50%; background-color: #ffe0e0; text-align: center;"> <p><b>Masterclass B</b></p> <p><b>Robotic Process Automation: Revolutionizing the Way we Think and Administer Business Processes</b></p> <p><i>Session available for sponsorship</i></p> </td> </tr> </table>	<p><b>Masterclass A:</b></p> <p><b>Corporate Performance Management: Combining Multiple Finance Processes for a Broader Vision of your Company's Performance</b></p> <p><i>Session available for sponsorship</i></p>	<p><b>Masterclass B</b></p> <p><b>Robotic Process Automation: Revolutionizing the Way we Think and Administer Business Processes</b></p> <p><i>Session available for sponsorship</i></p>
<p><b>Masterclass A:</b></p> <p><b>Corporate Performance Management: Combining Multiple Finance Processes for a Broader Vision of your Company's Performance</b></p> <p><i>Session available for sponsorship</i></p>	<p><b>Masterclass B</b></p> <p><b>Robotic Process Automation: Revolutionizing the Way we Think and Administer Business Processes</b></p> <p><i>Session available for sponsorship</i></p>		

INVESTING IN TALENT & MANAGING COMMUNICATIONS TO IMPROVE INTERNAL & EXTERNAL RELATIONSHIPS					
12:05-12:35	<b>One-to-One Business Meetings</b>		<b>BrainWeave</b> Investing in People through Time, Effort & Training <i>Session available for sponsorship</i>		
12:35- 13:05	<b>One-to-One Business Meetings</b>				
13:05- 14:05	<b>Networking Lunch</b>				
14:05-14:45	<b>Case Study: Talent Management During the Journey from a Regional Operational Structure to Global Centre of Excellence: From Zero to Hero – How to Manage &amp; Develop Talents Through Change</b>  Mariusz Szalaj, Director, AVON Global Shared Services, AVON				
NEXT STEPS FOR SHARED SERVICES ORGANISATIONS					
14:45-15:45	<b>Interactive Panel &amp; Roundtable Discussions</b>  <b>PART 1: Panel Discussion: Change Management: Successfully Managing Business Transformation and Engaging Stakeholders at All Levels throughout the Process Lifecycle</b> For the first 30 minutes, panellists will engage in a lively debate to share their experiences of change managements, including the challenges and how to overcome them, plus different ways they have successfully managed transformation and engaged stakeholders.  <b>PART 2: Interactive Roundtable Discussions:</b> For the second part of this session participants will then choose to attend 1 of the 5 roundtable discussion tables where one of the session panellists will lead an interactive discussion to dig deeper into the themes of the panel discussions.				
	    				
	Stephan Kreuzberg, Business Unit & Finance Director, Weight Watchers Jean Bertrams, Director Finance Global Services, AkzoNobel Mike Stops, Group Director Service Centre, NSG Magdalena Wlodek, Director Finance Centre Europe, Philip Morris International Yannis Tsamitros, Associate Director Finance, Merck				
	<b>Discussion 1: How Much Further Up the Value Chain Can You Go With your FP&amp;A?</b>	<b>Discussion 2: Continuous Improvement and Disruptive Technology: How to Prepare for Next Waves of Technological and Process Advances?</b>	<b>Discussion 3: It's Time to Work things out: if we Restructure Internally, How do We Not Overstep Each Other's Line?</b>	<b>Discussion 4: Centralising Your Finance Functions is Always much Easier when Your CFO believes in Your Business Strategy</b>	<b>Discussion 5: Where are We on Our Shared Services Journey and Where Would We Like to Be?</b>
15:45	<b>Closing Keynote: Award Winning Case Study from George Connell, Judge at the Shared Services &amp; Outsourcing network's European Excellence Awards</b>  George Connell, VP Strategy Finance Operations, Shell				
16:15	<b>End of Exchange</b>				