

# SESSIONS

CONFERENCE DAY 1 - 14/09/  
2020

AICPA & CIMA's Annual Conference: FP&A and Finance  
Transformation

14-15 September 2020  
Online Virtual Conference  
Delivered Live (UK Time) & On-Demand Afterwards

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## Registration and morning coffee

08:00 - 09:00

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## Chairman's opening remarks

09:00 - 09:05

## Participants

**Armand Angeli** - President, SSC / RPA / IA Committee, DFCG

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## Finance innovation: go beyond

09:05 - 09:30

FOS: F

## Participants

**Andrew Harding** - Chief Executive, Management Accounting, The Association of International Certified Professional Accountants

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## Leading through COVID-19: The path forward for CFO's and finance leaders

09:30 - 10:20

- Shaping strategic responses and scenario plans through COVID-19
- Why CFOs and finance leaders should focus on competitive differentiation to drive long-term value
- Beyond remote work: the Hybrid Workforce Model

FOS: BMO

## Participants

**Craig Wilton** - VP Finance Research & Advisory, Gartner

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## 15 minute break

10:20 - 10:35

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## How to operate in a crisis and finding a way forward together

10:35 - 11:25

- Crisis management and finance's role in recovery of the business
- The impact on daily operations; predictability, business partnering, planning
- Expectations and demands on finance from other parts of the business
- Expectations on the CFO; governance plus guidance to the business

FOS: BMO

## Participants

**Moderator: Ash Noah** - VP Managing Director, CGMA Learning, Education & Learning – Management Accounting, AICPA & CIMA

**Ian Branch** - Director, GBS, Informa

**Tim Wheelhouse** - Head of Finance Technology, Government Finance, Ministry of Justice UK

**Andrew Parris** - Finance and Systems Director, Balfour Beatty

**Andrew Elsby-Smith** - Group Finance Director & VP International Operations, Amtico

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## Spend management in uncertain times: the importance of control and visibility

11:25 - 11:50

- How business spending has changed
- Approaches to spend management in a remote working environment
- Ensuring visibility in such an unpredictable market
- Getting control and acting quickly on real-time data

FOS: BMO

## Participants

**Moderator: Nick Levine** - Strategy & Finance, Soldo

**Andy Huddleston** - Partner, BDO

**Rob Collings** - Finance Lead, Flux

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## How digital is reinventing the finance function

11:50 - 12:40

- Digital strategies and finance department involvement
- Linking standardization, outsourcing and the application of digital technologies
- Technologies in the Finance department
  - RPA adoption and use in finance departments, and the cost of finance
  - Data analytics adoption and use in finance departments, and the effectiveness of the finance department
- Challenges in Finance transformation
  - Finance professional competencies for the future
  - Overcoming barriers in Finance transformation

FOS: IT

## Participants

**Dr. Frank Verbeeten** - Professor of Accounting, University of Amsterdam

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## 30 minute stretch break

12:40 - 13:10

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## COVID-19 and the people impact – embracing the new reality in terms of people, management and culture

13:10 - 14:00

- How will finance reorganize in the next 6-12 months?
- How COVID has forced an accelerated agenda
- The human dimension in reaction to the crisis and the impact on doing the job
  - mindsets and behaviours
  - adapting to new ways of collaborating, reporting, working
- Health and well-being
- Rethinking how to conduct business as usual
  - how do you structure roles going forward?

FOS: BMO

## Participants

**Moderator: Dr Dr. Ian Selby** - Vice President – Research and Development (Management Accounting), Association of International Certified Professional Accountants

**Chris Ortega** - Director of Finance, Americas, Emarsys

**Neil Morling** - Group Finance Director, Handley House

**Jean-Philippe Gauvrit** - recent former Business Financial Manager, Nokia and APAC & JAPAN Regional Finance CFO, Nokia, Independent

**Will James** - Director of UK Global Business Services (GBS), Ultra Electronics

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## Finance transformation: the human perspective

14:00 - 14:25

FOS: F

### Participants

**Rebecca McCaffry** - Associate Technical Director - Management Accounting, Association of International Certified Professional Accountants

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## 15 minute break

14:25 - 14:40

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## Stream Kick-OFF

14:40 - 14:45

FP&A

### Participants

**Tejas Parikh** - Founder/Director, Akshar Business Consulting Ltd

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## Reflection and opportunity: Finance's digital journey and future roadmap

14:45 - 15:10

FINANCE TRANSFORMATION

- How far have we come with digital transformation?
- A look at successes and obstacles
- How COVID-19 is driving the digital business case. Reconfirming digitalization a top priority
- Will it really accelerate change, or go back to normal?
- COVID-19 – stress testing our models. How did existing technology measure up in times of crisis?
- Scaling RPA; building a pipeline; from projects to robots
- Next steps; process mining, cognitive
- Continuing the ongoing journey of automation
- Seizing the quick wins and forging the way ahead on the digital roadmap

FOS: IT

### Participants

**Moderator: Armand Angeli** - President, SSC / RPA / IA Committee, DFCG

**James Phillips** - General Manager - Finance & Operations, Mitsubishi Corporation Finance

**Andreas Tagkalakis** - Advisor - Digital Finance Transformation, OMV

**Tim Hammonds** - GBS Finance Director, Opel/Vauxhall, Groupe PSA

**Kenneth Eintoft** - VP Group Finance, DFDS

**Guillaume Siccat** - Head of Process Automation, Sanofi

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## The future FP&A professional - what skills will be needed?

14:45 - 15:10

FP&A

FOS: PD

### Participants

**Zoe Cooke** - Head of Financial Planning & Analysis, MIQ

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## Small and medium-sized entities - issues and challenges

15:10 - 15:35

FINANCE TRANSFORMATION

- Leveraging the SME SWOT to compete successfully
- Digitalisation and resilience in an SME environment

FOS: BMO

### Participants

**Cecelia Fadipe** - Director, CF Business Links

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## The future of Business Partnering

15:10 - 16:00

FP&A

FOS: BMO

### Participants

**Anders Liu-Lindberg** - Partner, COO, and CMO, Business Partnering Institute

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## Case Study: The secret to building a robust digital finance function

15:35 - 16:00

FINANCE TRANSFORMATION

- What are we trying to do by 2025 with our digitalisation roadmap?
- Aspirations and how COVID-19 fast-tracked our digitalisation journey
- The roadmap behind our 5 pillars of digital finance transformation

FOS: IT

### Participants

**Andreas Tagkalakis** - Advisor - Digital Finance Transformation, OMV

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## CFO Fire-Side Chat: Finance's role in driving agility across the business

16:00 - 16:25

- How finance teams have adapted and evolved over the last few months
- Transforming legacy infrastructure into cloud-enabled, agile and automated capabilities
- Real time data is critical for decision making as companies need to adapt and react more quickly than ever

FOS: F

### Participants

**Dynshaw Italia** - CFO, Soldo

**Moderator: Armand Angeli** - President, SSC / RPA / IA Committee, DFCG

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## Chairman's close of day one

16:25 - 16:30

### Participants

**Armand Angeli** - President, SSC / RPA / IA Committee, DFCG

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# SCHEDULE

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08:00	08:00 - Registration and morning coffee	08:00 - Registration and morning coffee
09:00	09:00 - Chairman's opening remarks 09:05 - Finance innovation: go beyond 09:30 - Leading through COVID-19: The path forward for CFO's and finance leaders	09:00 - Chairman's opening remarks 09:05 - Finance innovation: go beyond 09:30 - Leading through COVID-19: The path forward for CFO's and finance leaders
10:00	10:20 - 15 minute break 10:35 - How to operate in a crisis and finding a way forward together	10:20 - 15 minute break 10:35 - How to operate in a crisis and finding a way forward together
11:00	11:25 - Spend management in uncertain times: the importance of control and visibility 11:50 - How digital is reinventing the finance function	11:25 - Spend management in uncertain times: the importance of control and visibility 11:50 - How digital is reinventing the finance function
12:00	12:40 - 30 minute stretch break	12:40 - 30 minute stretch break
13:00	13:10 - COVID-19 and the people impact – embracing the new reality in terms of people, management and culture	13:10 - COVID-19 and the people impact – embracing the new reality in terms of people, management and culture
14:00	14:00 - Finance transformation: the human perspective 14:25 - 15 minute break 14:45 - Reflection and opportunity: Finance's digital journey and future roadmap	14:00 - Finance transformation: the human perspective 14:25 - 15 minute break 14:40 - Stream Kick-OFF 14:45 - The future FP&A professional - what skills will be needed?
15:00	15:10 - Small and medium-sized entities - issues and challenges 15:35 - Case Study: The secret to building a robust digital finance function	15:10 - The future of Business Partnering
16:00	16:00 - CFO Fire-Side Chat: Finance's role in driving agility across the business 16:25 - Chairman's close of day one	16:00 - CFO Fire-Side Chat: Finance's role in driving agility across the business 16:25 - Chairman's close of day one

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## Coffee and Refreshments

08:00 - 09:00

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## Chairman's welcome to day two

09:00 - 09:05

### Participants

**Armand Angeli** - President, SSC / RPA / IA Committee, DFCG

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## Future of work and the future of talent

09:05 - 09:55

- Why your workforce strategy is as important as your business strategy
- How do you attract people into a life of finance?
- How do you keep them / manage them?
- What choices are the next generation(s) making?

FOS: PHR

### Participants

**Russell Beck** - Director of Inspiration, ImagineThinkDo

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## Redesigning finance professionals; building competencies, skillsets and careers for the future

09:55 - 10:45

- Finance skills gap analysis
- How do we train and develop, recruit and retain to thrive in the age of AI?
- How to set up your finance function to be successful
- What are the capabilities and talent needed within your business?
- Development initiatives to put in place to make it happen
- What do you need to build in terms of competencies?
- What career paths are you creating?

FOS: PD

### Participants

**Simon Newton** - Finance Operations Director, Capita

**Riccardo Calliano** - Head of Finance Capabilities and Talent Pipeline, GSK

**Kevin O'Brien** - CFO, Aurora

**Carol Holmes-Pearce** - Interim Group Financial Controller, Secure Trust Bank

**Sandy Khanna** - Enterprise Transformation Executive, Independent

**Moderator: Anders Liu-Lindberg** - Partner, COO, and CMO, Business Partnering Institute

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## 15 minute break

10:45 - 11:00

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## Stream Kick-Off

11:00 - 11:05

FP&A

### Participants

**Tejas Parikh** - Founder/Director, Akshar Business Consulting Ltd

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## Leading in dynamic times. The science of motivation and influence

11:05 - 11:30

FINANCE TRANSFORMATION

- Owning the right skills to lead and be a change advocate
- Developing and engaging the finance team for the future
- Addressing the human nature behind barriers to change

FOS: PHR

### Participants

**Ed Harding** - CFO/COO/CEO, Independent

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## FP&A - the smart ways of gaining solid business acumen

11:05 - 11:30

FP&A

- The practical tips on gaining solid business acumen for FP&A
- How to win solid business acumen and build credibility
- Quick wins to gain solid business acumen

FOS: BMO

### Participants

**Mohamed El-Rouby** - Head of FP&A Middle East Cluster, Takeda

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## New imperatives driving digital adoption and the technologies to take us forward

11:30 - 11:55

FINANCE TRANSFORMATION

- Finance's role in elevating data to insights, to action and strategic advantage
- Building insight delivery into everything!
- Getting the knowledge and the tools to do it right
- Gauging team and organizational readiness for AI and ML.
- Deepening understanding & application of real-life use cases on how AI & ML tools & technology drive bottom line results
- Practical steps for setting up your organization for AI

FOS: IT

### Participants

**Mike Hobday** - Chief Revenue Officer, AntWorks

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## Building a 'smarter' FP&A function

11:30 - 11:55

FP&A

1. What is a 'smarter' FP&A function?
2. How is it different and why is it important?
3. How does one create a 'smarter' finance function?

FOS: F

### Participants

**Tejas Parikh** - Founder/Director, Akshar Business Consulting Ltd

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## Coaching your finance team through disruption

11:55 - 12:20

FINANCE TRANSFORMATION

- Rethinking how to lead, influence and coach your team
- What does a high-performance finance team look like?
- How do you get there?
- Change management and how to get people tuned into change
- Success factors and failures

FOS: PHR

### Participants

**Jean-Philippe Gauvrit** - recent former Business Financial Manager, Nokia and APAC & JAPAN Regional Finance CFO, Nokia, Independent

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## Application of AI & Machine Learning in FP&A

11:55 - 12:20  
FP&A

- Evaluate AI and ML solutions existing in accounting and finance
- Assess how AI and machine learning will impact people, process and performance strategies.
- Gauge team and organizational readiness for AI and ML.
- Deep understanding & application of real-life use cases on how AI & ML tools & technology drive bottom line results

FOS: IT

### Participants

**Chris Ortega** - Director of Finance, Americas, Emarsys

## 30 minute stretch break

12:20 - 12:50  
FINANCE TRANSFORMATION

## 30 minute stretch break

12:20 - 12:50  
FP&A

## Developing an effective governance operating model for improved business performance

12:50 - 13:15  
FINANCE TRANSFORMATION

- The drive towards standardization and uniformity whilst embedding agility
- Delivering on an outcomes-based programme
- How to ensure your control and governance and operating model fit your company culture
- Effective change management across a decentralized organization

FOS: BMO

### Participants

**Manos Gouvianakis** - Global Process Owner, Purchase to Pay, RB

## Getting the right KPIs in FP&A

12:50 - 13:40  
FP&A

FOS: F

### Participants

**Kevin O'Brien** - CFO, Aurora

**Stewart Houston** - Executive Director, FP&A, PRA Health Sciences

**Neil Mauger** - Head of FP&A, Wheelabrator

## Use cases for Human-Centred Design in finance

13:15 - 14:05  
FINANCE TRANSFORMATION

- Why is Human-Centred Design the future for business strategy?
- How to organise your finance function with a human-centred approach
- How and where can you actually start using Human-Centred Design
- Selling it internally to the Board
- Support from inspiration to roll out
- Case examples of experiential design and value to finance

FOS: PHR

### Participants

**Per Juul Poulsen** - Director of Strategic Innovation, Strategic Innovation Expert

## Establishing a value-adding FP&A Purpose

13:40 - 14:05  
FP&A

- Why focus on value adding?
- What is a business partner and value adding purpose?
- How do you create purpose in FP&A?
- Purpose
- Product
- People
- Who do you need to look for?

FOS: F

### Participants

**Tim Burghout** - Head of Business Development & PMO, Metro Commerce Group China

## 15 minute break

14:05 - 14:20  
FINANCE TRANSFORMATION

## 15 minute break

14:05 - 14:20  
FP&A

## Why finance is the driver of change

14:20 - 14:45  
FINANCE TRANSFORMATION

FOS: F

### Participants

**Cat Little** - Director General Public Spending, HM Treasury and Interim Head of the Government Finance Function

## Shaping & leading the FP&A function of tomorrow

14:20 - 14:45  
FP&A

FOS: F

### Participants

**Abby Obomighie** - Head of FP&A, Hitachi

## Accounting for emotions

14:45 - 15:10  
FINANCE TRANSFORMATION

- What is emotional intelligence, really?
- How to use data to regulate emotions
- Learn practical steps to becoming more emotionally agile

FOS: F

### Participants

**Susan Ni Chriodain** - Founder, Beyond the Numbers

## Finance & FP&A Transformation - A Case Study

14:45 - 15:10  
FP&A

FOS: F

### Participants

**André Viens** - Head, Finance, Sandoz Switzerland

## Close of AICPA & CIMA conference

15:10 - 15:15

### Participants

**Armand Angeli** - President, SSC / RPA / IA Committee, DFCG

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14:00	14:05 - 15 minute break 14:20 - Why finance is the driver of change 14:45 - Accounting for emotions	14:05 - 15 minute break 14:20 - Shaping & leading the FP&A function of tomorrow 14:45 - Finance & FP&A Transformation - A Case Study
15:00	15:10 - Close of AICPA & CIMA conference	15:10 - Close of AICPA & CIMA conference