

CFO Live Digital

Agenda

10:40 AM - 10:45 AM ET

Opening Remarks

10:45 AM - 11:45 AM ET

KEYNOTES ADDRESS: When a Presidential Election, Recession, & Global Pandemic Collide

2020 has been a historic year economically and politically. Unemployment has been at an extraordinary high, with over 22 million Americans having filed in just two months. As the economy is jolted, organizations are struggling to stay afloat and are forced to optimize federal resources, cut costs, and make painful decisions. As finance executives, your priority is to appropriately manage spending while trying to maintain profitability, all while preparing for backlash of the presidential election and a recession.

In this session, topics of discussion will include:

- How the global pandemic affects the economy
- The ripple effect of unemployment and examining government debts
- Adopting Modern Monetary Theory and its growth in importance



Stephanie Kelton

Former Chief Economist, U.S. Senate Budget Committee, Leading Expert on Modern Monetary Theory & Professor of Economics and Public Policy

Stony Brook University

Intelligent automation technology has created a new reality for risk management, audit, and control. Welcome to the end of control sampling and say hello to 100%. The new reality is that audit firms are no longer asking for a few samples to test your controls. They simply want access to everything: the whole ledger, and every single journal entry.

In this session, topics of discussion will include:

- Utilizing modern tools to identify trends, risks, and outliers that were never possible
- Using intelligent automation in your operation to eliminate control risks
- Ensuring you are ready when your external auditor simply wants everything



Lee Coulter
Chief Executive Officer, Transform AI & Chair
IEEE

In recent years, FP&A has emerged as a crucial function within finance. There is an increased need for an organization to obtain real-time data insights regarding products and services. Developing a strategic long-range plan, identifying resources to implement projects, and understanding how operational plans will drive financial results, are a few key principles that benefit FP&A.

This session will explore:

- Identifying specific targets and hold teams accounting for results
- Establishing KPIs that drive business success
- Monitoring the results of KPIs and the link to financial incentives



Ivan Ouzounov
CMA, Director of Financial Planning & Analysis
PSAV

Digital transformation utilizes technology that helps an organization create and sustain efficient operations and processes, but what is the role of the CFO and finance? Top priority is to decide which internal funding requests to prioritize, especially during unprecedented times where budgeting is critical. Which funding requests deserve priority? And how much financial investment should they get, both in the short and long term?

In this session, topics of discussion will include:

- Finance's role in creating and prioritizing a digital agenda during a crisis
- Adapting to digital disruption and pivoting to competitive business models
- Ensuring digital investments sustain your organization's growth and profitability in the long run

Moderator:



Matt Poleski
Regional Chief Financial Officer
Arthur J. Gallagher

Panelists:



Christopher Hollinger
Chief Financial Officer
Rethink Food NYC



John Hugo
Vice President, Financials Products and Go to Market
Workday



Steven Soter
Senior Director of Product Marketing & Accounting Industry Principal
Workiva



Dr. Liran Edelist
President
Jedox Inc.

Unprecedented times call for a strong executive team, emphasizing the critical role a CFO plays within an organization. Finance executives, especially Treasurers and Controllers, often have the end goal of earning the CFO title within an organization. Navigating internal growth opportunities as well as the job market gives insight into the availability of positions including the desired skill-sets companies are asking for.

This session will explore:

- Understanding the competencies needed to be a CFO
- Strengthening your personal brand
- What to expect when working with recruiters

Moderator:



Rishi Potdar
Chief Financial Officer
K4 Mobility

Panelists:



Mark Noffke, CPA
Chief Financial Officer & Executive Vice President
Flying Food Group



Anna Gomez, CPA
Chief Financial Officer
Leo Burnett Group



Steven A. Bourne, CPA
Chief Financial Officer, Secretary & Treasurer
Clarus Therapeutics



Ben Ellis
Managing Partner
Still Valley Partners

1:15 PM - 1:25 PM ET

Afternoon Break

Recent Grant Thornton surveys conducted from the winter through late spring suggest changes in how CFOs leverage their organizations and drive innovation. With an increasing struggle to focus on multiple capacities, it is even more important for CFOs to delegate, automate, and train their organizations. Join us as we explore trends that have emerged from Grant Thornton's recent surveys.

Learning Objectives:

- Analyze and compare the results of recent Grant Thornton surveys
- Identify the impacts of the current environment on emerging technology adoption, investments and innovation
- Recognize the need to leverage all levels of your organization
- Indicate best practices for CFO's success in response to disruption, technology and role transformation



Nick Vellani
National Managing Principal, Financial Management
Grant Thornton



Jess Parisi
Senior Manager
Grant Thornton



Jacqueline Schuh
Senior Associate
Grant Thornton

As COVID-19 takes the nation by storm, companies are forced to rely heavily on technology. Today, many companies are solving critical financial and strategic challenges through digital transformation. A key priority in a transformation is gaining the ability to analyze data to make smarter decisions, rather than the historical norm of basing them on gut instinct. However, how does the CFO push the finance organization to reach these heights? And how can a CFO accelerate the finance team's shift from performing low-value, manual work to providing analytics-rich internal financial advice enabled by cutting-edge automation?

In this session, topics of discussion will include:

- Utilizing technologies like RPA and machine learning to make operations and processes more efficient
- Ensuring finance has the right technology and talent to support the business's future needs including work from home capabilities
- Positioning finance organizationally to be a better business partner

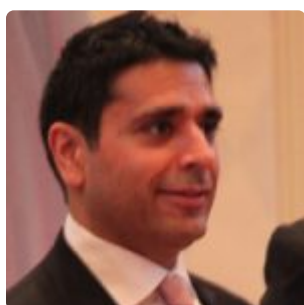


Kelly A. Garnes
Chief Financial Officer
Gill St. Bernard's School

Finance executives are often the first port of call when an organization seeks to partner on business initiatives for leadership, deep thought or analytical excellence. Here we make the case for a dedicated Commercial function that interfaces between the C-suite, Operations, Business Development and other Finance colleagues to work on projects.

In this session, we will explore how a commercial function creates value:

- Through an 'owner's' mindset, embedding commercial thinking into the DNA of an organization, dramatically increasing the value proposition of projects
- Build succession planning resilience and provide an exciting, accountable career path for talent in the finance function
- 3 example cases of value enhancement led by the commercial function – a program to monetize industrial assets, a business development governance framework and making better exit or 'double down' decisions



Rahul Handa
Head of Commercial, Vice President - Finance, Strategy & Market Development

Inframark

As the cyber risk landscape continues to evolve, all organizations must be prepared to respond to potential data security & privacy threats. Failure to communicate effectively and with expediency on these and other important issues can damage business by eroding trust, tarnishing brand reputation and undermining competitiveness. As a result, stakeholders expect organizations to develop, maintain and execute a robust capability to manage and mitigate reputational risk effectively.

In this session, topics of discussion will include:

- Understanding the evolution of today's risk landscape
- How to communicate effectively in response to data security & privacy issues, and how to avoid common communication missteps
- Budgeting for critical solutions to combat attacker's evolving tactics



Jamie Singer
Senior Vice President Crisis & Risk Management
Edelman

2:30 PM - 2:45 PM ET

Afternoon Break

The COVID-19 crisis is an unprecedented challenge, one of the largest and unforeseen challenges we have faced in decades. The role of the CFO within this turbulent time demands for new ways to co-pilot the business.

In this session, topics of discussion will include:

- Re-defining priorities and the role of leadership
- The importance of data-based decisions and scenario planning
- Learnings for the future



Luis Briz Ordieres
Vice President of Finance
Nestle Health Science U.S.

Healthcare is one of the largest expenses within an organization. Employers are responsible for covering the benefits of their employees, a cost which is expected to increase over the next year. So, what does this look like when millions of people fall sick from the coronavirus? Finance executives are tasked with budgeting healthcare costs while ensuring employees still receive quality assistance.

In this session, topics of discussion will include:

- Understanding the varying costs of healthcare
- Promoting healthcare benefits to attract talent
- Negotiating health plans that fit your organization's needs and budget



Joe Richmond
Vice President of Finance, Behavioral Health
Kindred Healthcare



Brandon Thompson
Regional Vice President, Operations & Chief Financial Officer
Humana

3:20 PM - 4:10 PM ET

PANEL DISCUSSION: Diversity & Inclusion 2020 – Time for a Conversation *CPE Eligible*

2020 has been a year of historic change, leading the way for permanent inclusiveness and diversity, and eliminating intolerance based on race, gender, and ethnicity. As CFOs and leaders in finance, addressing these challenges to become a more diverse and inclusive organization requires a whole new approach to managing and promotion.

This session will explore:

- Analyzing the positive relationship between diversity and financial performance
- Promoting diversity, inclusiveness, and equal opportunities
- Formalizing strategies, implementing training, and measuring diversity and inclusion success

Moderator:



Steve Wolff
Chief Financial Officer
All Cell Technologies

Panelists:



Jabree Brooks, CFA, CPA

Chief Financial Officer
Six Peak Capital



Anna Gomez, CPA
Chief Financial Officer
Leo Burnett Group



Arjun Mahalingam, CFA, CPA
Chief Accounting Officer, Executive Director
WP Carey



Alonso Ramos
Chief Financial Officer, US Operations
Viscofan USA Operations

4:15 PM - 4:45 PM ET

The Future of Subscription Finance - a Zuora Finance Masterclass

This session will cover what best-in-class finance organizations are doing to modernize their billing systems, automate revenue recognition, and transform their order-to-cash processes.

Tune in to hear expertise from Laurie Fleet, partner at PwC who brings over 20 years of experience as PwC's Co-Head of Billing Transformation and quote-to-cash competency lead.

In this session, Laurie will share:

- Best practices for organizations looking to implement automation
- How to raise the bar with a next-generation finance organization
- Criteria to consider when selecting a billing system



Laurie Fleet
Co-Head of Billing Transformation & Quote to Cash Competency Lead
PwC

4:45 PM - 4:50 PM ET

Closing Remarks

4:50 PM - 5:30 PM ET

Virtual Cocktails

10:55 AM - 11 AM ET

Opening Remarks

11 AM - 11:50 AM ET

PANEL DISCUSSION: Women in Leadership - Cracking the Glass Ceiling *CPE Eligible*

Hear from leading finance executives on their experience as women in leadership and what barriers they're fighting to overcome and gain a seat at the table.

In this session, topics of discussion will include:

- How to face the *'glass cliff'*
 - taking over a CFO job when the probability for failure is high
- How to build a team of advocates and collaborators to ensure success
- Making a concerted effort to promote gender diversity in your organization

Moderator:



Brenna Albert, CPA
Executive Vice President & Corporate Controller
Cresco Labs

Panelists:



Tiffany Harper
First Deputy Treasurer & Chief of Staff
City of Chicago



Ann Anthony
Chief Financial Officer

Key Capture Energy



Laura Kiernan
Chief Executive Officer & Founder
High Touch Investor Relations

Finance teams have been some of the most affected by the pandemic, but their work has never been more important. NetSuite's Brainyard summer survey set out to determine how finance operations have changed and to learn their current priorities as they adjust to the world with coronavirus. During this session, Netsuite will explore key findings from the company's Brainyard Winter 2020 Outlook Survey. Join us to discover how business strategies and finance priorities have changed halfway through 2020, and the implications for your company.

Some of the key findings that will be discussed include:

- The new normal for finance teams now: remote work and changing priorities
- How budgets have been reshaped by the pandemic and how finance teams are gaining influence over company direction
- The changing role of technology, changing product and service offerings, and how finance is reshaping itself based on the effect of COVID-19



Art Wittmann
Content Director - Brainyard
Oracle NetSuite



Megan O'Brien
Finance and Business Editor -Brainyard
Oracle NetSuite

The spread of the coronavirus quickly cut into global trade flows, and is, and has, caused great financial harm to companies and governments. Understanding and preparing for the global pandemic is/was something none of us could have planned for. That said, it's absolutely necessary to develop business continuity plans for every aspect of a company, most notably within the finance function, and move forward in the uncertain times caused by the coronavirus.

In this session, topics of discussion will include:

- How to manage business continuity during and after a global disaster such as the coronavirus
- Putting into action strategic risk assessments for all kinds of catastrophic hazards
- Developing a plan to manage post-event consequences, such as workforce remobilization, employee and customer engagement and operational continuity



Katherine Motlagh
Chief Financial Officer, EMEA and LATAM Regions
American Tower Corporation

CFOs have always played an integral role in building strong relationships with the Board of an organization and board expectations have risen, especially during the global pandemic. Understanding the triangular relationship between the Board, CEO, and CFO is crucial to

establishing best practices and discussing succession planning. Although CFO roles traditionally focus on finance management, today's modern business requires CFOs to become a more strategic partner to the CEO within an organization.

This session will explore:

- Benefiting from CFOs having board knowledge or experience
- Maintaining a healthy triangular relationship between board, CFO, and CEO
- Helping CFOs establish a more strategic role within an organization



Lyndsey Zhang, MBA
Founder & Chief Executive Officer
Boardroom&Beyond



Patrick Dunne
Chair
Boarddelta, EY Foundation, ESSA, Visiting Professor Cranfield

Trying to expeditiously assemble financial plans and forecasts, FP&A executives struggle with traditional accounting processes that stall their work. Accounting teams present FP&A with an analysis of the financial figures, but it is produced in such a way that FP&A is left to ask multiple questions. This back and forth process is labor intensive and time-consuming.

In this session, topics of discussion will include:

- Finding ways for FP&A teams and accounting to work together
- Exploring modern accounting processes and systems that make financial data transparent

- Recognizing the responsibilities of each role to streamline processes

Moderator:



Matt Poleski
Regional Chief Financial Officer
Arthur J. Gallagher

Panelists:



Christopher Hollinger
Chief Financial Officer
Rethink Food NYC



Mirek Purpura
Head of Finance - Central Europe & Israel
Baxter International Inc.



Nayab Siddiqi
Chief Financial Officer and Head of Strategy
REZY360 Inc.

1:15 PM - 1:25 PM ET

Afternoon Break

Due to hyper-growth and an ever-changing regulatory landscape, the U.S. cannabis industry provides unique challenges to finance professionals entering the space. Consistent with the theme of evolution in today's world of finance, leaders in this industry are required to maintain focus on long-term goals and core values, even when strategies may need to unexpectedly shift due to rapidly developing market factors and regulatory changes. However, broad lessons can be learned about navigating and managing change, building a diverse team with skill-sets needed for success in an evolving industry, and solving unexpected problems on a day-to-day basis.

This session will explore:

- Background of the regulated U.S. cannabis industry and the emergence of public companies in the space
- Navigating change and driving the evolution of a finance organization

Problem-solving and resourcefulness in the face of a unique set of circumstances or challenges



Brenna Albert, CPA

The COVID-19 pandemic forced companies of all sizes to scrap their business plans for 2020 and attempt to come up with new ones even though so much is unknown and changing so fast.

Indeed, many companies are now faced with scenario planning at a level they've never done before. That's not surprising given how much is unknown about what will happen when states reopen for business, the coronavirus remains unchecked by a vaccine, and consumers and workplaces settle into perhaps new norms. Still, finance teams have to surface meaningful data so critical business decisions can be made. Based on our conversations with FP&A experts, we have learned how companies can adjust and keep adjusting to the "next new normal".

Learning Objectives include:

- Anticipating pent-up demand and make strategic investments to capture growth upon reopening
- Recalibrating for the changing face of the workplace and managing spend in the interim
- Process efficiencies to facilitate rolling forecasts and create dynamic what-if scenarios



Kerman Lau
Planning Product Management
Workday



Tom Peff
Product Marketing Director
Workday

With unemployment at an all-time high, organizations are struggling with the painful reality of layoffs. The sustainability and societal impact of a company or business is a major determinant for many investors today. How can finance executives shoulder the responsibility to ensure social and environmental viability?

In this session, topics of discussion will include:

- Ensuring your organization has an ESG framework in place
- Navigating the three pillars of sustainability: economic, social, and environmental
- Pursuing sustainable initiatives that produce both environmental and economic benefits



Lyndsey Zhang, MBA
Founder & Chief Executive Officer
Boardroom&Beyond



Jessica Blume
Director for Publix and Centene

Artificial intelligence and machine learning-enabled technology solutions continue to flood the market, forcing finance executives to evaluate the solutions available and the benefits they can bring forth. Understanding the challenges CFOs face and how AI and ML can help solve these issues for your organization is critical to the success of the finance function.

This session will explore:

- Understanding the top challenges CFOs face
- How to identify AI use cases and establish enterprise-wide data policies
- Real life examples of problem and solution impact

Moderator:



Amit Arora
Vice President of Artificial Intelligence & Data Analytics Products
Genpact

Panelists:



Chris Ortega
Director of Finance, Americas
Emarsys



Tom Fencl
Chief Financial Officer & Senior Vice President of Operations
Price f(x)



Beaumont Vance
Head of AI, Advanced Analytics and Emerging Technology DevOps
TD Ameritrade

2:50 PM - 3 PM ET

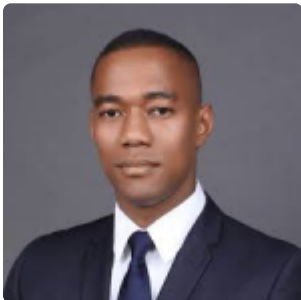
Afternoon Break

As the world faces new challenges such as COVID and has collectively awoken towards addressing racial discrimination and injustice, organizations must turn on a dime to embrace this new era and strengthen the finance organization.

So, what does it look like to lead an effective finance organization now? Building and leading a diverse team that is in line with the diversity of your customers and consumers is a top priority, and leadership critical responsibilities is integral to making it work in order to strive in the future.

This session will explore:

- Our responsibilities as Leaders to champion diversity and inclusion practices
- What does an Effective Finance Function looks like?
- Becoming an inspirational leader able to lead multi-generational workforce



Kevin Mpambou Do Dang
Chief Financial Officer
Away From Home, Kellogg Company

Whenever your organization takes on a transformation or improvement project, there is often a resistance to change. These transformations directly impact employees and jobs, which could increase frustrations and disrupt streamlined processes. It is important to understand where to customize transformations and where you don't, especially if your organization is on a global scale.

In this session, topics of discussion will include:

- Operational strategy, process changes, and managing budget
- How to deliver transformation appropriately
- Budgeting for necessary finance transformations



Paul Smith
Chief Revenue Officer
Workforce.com

3:35 PM - 4:25 AM ET

FIRESIDE CHAT: Evolution of the Finance Function *CPE Eligible*

The requirements of today's CFOs are ultimately more diverse, complicated, and sweeping. They are expected to not only provide counsel to the CEO but to perform a key role in identifying strategic growth opportunities for the business. There is an absolute need for CFOs to evolve in their roles, even if not transitioning into a CEO position. This means adopting a more left-brain right-brain balance where, as numbers people, they can also begin to embrace a more creative, problem solving, and intelligent risk-taking attitude when it's needed.

This session will explore:

- Balancing fiscal prudence with a broader perspective on the benefits of investing in people, training and technologies
- Developing a more collaborate attitude
- Bringing a future-forward perspective that requires giving up control of some day-to-day details



Suk Shah
MBA, Chief Financial Officer
Guaranteed Rate



Ozan Kaya
Chief Financial Officer & Chief Operating Officer
ShopRunner

4:25 PM - 4:30 PM ET

Closing Remarks

4:30 PM - 5:30 PM ET

Virtual Cocktails

10:55 AM - 11 AM ET

Opening Remarks

11 AM - 11:50 AM ET

CASE STUDY: How Walmart Finance uses Big Data and Analytics to Drive Value *CPE Eligible*

Walmart executives will discuss the company's approach to developing a strong data foundation and curating data in a manner that members of its Finance team can access and use to drive value creating decisions within Walmart's Supply Chain organization. These executives will provide a brief overview of Walmart's data strategy and then focus on how the

company has developed a Cost to Serve Model that allows access to data at the most granular level, which influences decision making among business partners. This will be illustrated with specific use cases.

Key Takeaways:

Participants will gain an understanding as to how Finance can partner with Data Scientists to drive Value



Bill Mines

Senior Vice President of Finance and Strategy, Supply Chain & Logistics
Walmart



Juan Gomez

Senior Director of Supply Chain Finance
Walmart



Jackie Guan

Senior Director II, US Supply Chain Data and Analytics
Walmart

11:55 AM - 12:45 PM ET

KEYNOTE PRESENTATION: The Financial Value of Brands: The Role of the CFO *CPE Eligible*

The role of brands as strategic assets can be used to create long-term sustainable value and success for organizations. Based on their work and article titled “The Financial Value of Brand”

Strategic Finance

(October 2019), Bobby Calder and Mark L. Frigo will describe how evaluating the financial value of a brand can improve the connection of marketing with the financial side of organizations. A primary focus is on creating brands with a strong corporate purpose that can drive financial results. This includes understanding the financial value of a brand, how companies can create relevant value-creating brands with a strong corporate purpose that addresses sustainability, and the information on brands and brand investments that is useful for boards and investors.

This session will also explore:

- How can CFOs and CMOs resist competitive fade by developing strategies for reinvestment in brands based on a Competitive Life-Cycle (CLC) analysis?
- What are the limitations of well-publicized brand rankings published yearly by BrandZ, Interbrand, Brand Finance, Forbes, and others that CFOs and management teams should consider when reviewing them?
- How can companies find better ways to measure and manage the financial value of brands internally?



Bobby J. Calder, Ph.D.
Kellstadt Professor of Marketing
Kellogg School of Management, Northwestern University



Dr. Mark L. Frigo, PhD, CPA, CMA, CGMA
Founder of the Center for Strategy, Execution and Valuation and the Strategic Risk
Management Lab
Kellstadt Graduate School of Business, DePaul University

12:45 PM - 1 PM ET

Q&A with Stephanie Kelton

1 PM - 1:30 PM ET

THOUGHT LEADERSHIP: Reporting Beyond the Numbers- A Better Approach to Producing Narrative Performance Reports

As the finance leader of your organization, you are tasked with telling the company story on a periodic basis through various report outputs. The focus of the reporting discussion is typically on external reporting, yet the internal reports are arguably more crucial to driving strategic decision making – and the process is infinitely more painful, disparate, and recurring.

In this session, you will hear:

- Survey data around the impact of this inefficiency on organizations
- In-practice examples of how global finance teams have reduced risk and improved controls with a more comprehensive approach



Kevin Beckberger
Vice President, Global Solutions Engineering Disclosure Management

1:35 PM - 2:25 PM ET

PANEL DISCUSSION: Overcoming COVID-19 - Retaining the Best Finance Talent *CPE Eligible*

Due to the traumatic global pandemic, developed and talented finance teams are at risk of being downsized. Organizations must make difficult decisions and ultimately maintain the finance talent that will help position them for success. The future is unclear but holding onto the best and most seasoned finance professionals can sustain a company in the long run.

In this session, topics of discussion will include:

- Understanding the relationship between your organization's performance and finance talent
- Retaining talented professionals to increase productivity and company value
- Avoiding the looming threat of layoffs and a downturn in the economy

Moderator:



Dipti Arora
Head of FP&A
A10 Networks

Panelists:



Kelly A. Garnes
Chief Financial Officer
Gill St. Bernard's School



Ann Anthony
Chief Financial Officer
Key Capture Energy

2:25 PM - 2:30 PM ET

Closing Remarks
