

WFF London | Agenda

REGISTRATION & BREAKFAST

March 23, 2023

8:00 am-9:00 am

KEYNOTE

March 23, 2023

9:00 am-9:30 am

Championing finance innovation in an ever-changing world

Abby Obomighie, CFO, Europe Finance Director - Projects , **Honeywell**

Months/years on from the pandemic/COVID, it's clear that there is still a conversation that needs to continue with regards FP&A sustaining finance innovation while keeping up with the digital age and business needs. Is the jury out on which finance function is best suited to champion finance innovation?

Most studies suggest FP&A team is best placed to take an active role in leading organisation's finance innovation journey, irrespective of team size. "If you think you are too small to make a difference, you have not spent a night with a mosquito - African quote".

CFOs & their FP&A team's access to strategy and cross organisational contacts, creates a platform to act as finance's innovators and create an innovation lab which propels finance transformation across the 6 Ps.

During the session, steal time to reflect and create notes to self and identify key take aways to deploy within your team and organisation.

1. CREATING THE BUILDING BLOCKS FOR INNOVATION

- What are my key successful procedural changes that could help my organization's FP&A team transition?

2. FINISH OR FORWARD

- How do I sustain innovation & develop a kaizen approach within my team/organisation?

3. CHALLENGES OF COLLABORATION

- Is my team playing a key role in the Finance Innovation Lab?

This session is about sharing and finding ways to empower positive disruptors in the strategy/ finance/organisation eco-system.

KEYNOTE

March 23, 2023

9:30 am-10:00 am

The strategic CFO: Maintaining a competitive edge in uncertain times

Carl Thompson, Senior Value Solutions Consultant , **Coupa**

The past year has been extremely demanding for finance leaders. From balancing cutting costs and investing in growth to striving for financial health while building organisational resilience.

The inaugural edition of Coupa's annual survey asked 600 finance leaders across North America and Europe how they cope with these uncertain times. Many finance leaders said they lack visibility into spend across the company—often because of legacy systems—making meeting these demands nearly impossible.

In this session, join Carl Thompson, Senior Value Solutions Consultant at Coupa, as he covers the UK findings of Coupa's inaugural Strategic CFO Survey and how modern technology—automation especially—can help you respond to challenges and weather a recession without broad cutbacks. You'll also hear perspectives on:

- Financial performance and strategies for profitability
- Internal pressures and external threats, from rising wages to supply chain disruption
- Plans to drive growth in the event of a recession

KEYNOTE

March 23, 2023

10:00 am-10:30 am

Leadership, strategy and resilience

Afua Kyei, CFO , **Bank of England**

Join Afua, the Bank's Chief Financial Officer responsible for Finance, Strategy and performance as she draws on her perspectives having been at the core of the Bank of England's leadership during unprecedented times.

MORNING COFFEE BREAK

March 23, 2023

10:30 am-11:00 am

STAGES SPLIT

March 23, 2023

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STAGE ONE

March 23, 2023

11:00 am-11:30 am

Strategic finance - How to navigate the stakeholders' map and get results!

Huiming Chen, Commercial CFO - Europe Region , **illumina**

A talk on how finance must act as a strategic partner for any organization - partnering with the CEO and other stakeholders to bring value to the organization and the people surrounding it, be it your customers or your colleagues. A step-by-step guide on value chain support and business partnering. Huiming draws to her own experience from GE and Illumina, plus synthesis of scholarly research on how to institutionalize strategy in any organization. Please join Huiming to demystify the illusive concept of "strategy", bring it to life, and get results via navigating the stakeholders' map. A down to earth 5 steps guide with examples and ideas!

STAGE TWO

March 23, 2023

11:00 am-11:30 am

Courageous leadership

Peter McKenzie, CFO & Corporate Director , **Anticipa**

Typically, 80% of a leader's time is spent on normal day-to-day tasks. However, the other 20% of a leader's time is crucial, the moments where a leader demonstrates 80% of their impact. These are the "moments of truth" that separate the great leader from the rest.

This session explains how courage is the key ingredient needed in these moments, to make that crucial difference and will explain how to step up.

The good news is that courage is not a character trait, but rather a skill that can be built. Courage can be learned. Applying methods from ancient philosophy and modern science, the session is packed with stories, examples and most importantly practical methodology of how to build leadership courage and resilience.

Participants will be given tools to:

- Evaluate their own leadership style, identifying the gaps that need to be addressed.
- Massively reduce stress, build confidence, increase focus and become highly effective.

STAGE ONE

March 23, 2023

11:30 am-12:00 pm

How can analytics automation be the catalyst for finance modernization?

Kathryn Pool, Regional Director , **Alteryx**

Sarah Belsham, Data, Analytics & Insights Partner , **RSM**

Navigating economic uncertainties and external risks is clearly high on the priority list for CFOs, amongst the need to re-invigorate business growth, manage costs and optimize cash. Data and analytics automation plays a pivotal role to modernize finance, however, this cannot be achieved without cultivating finance talent. In this presentation we'll cover how people and technology are key levers for change. Hear from an Alteryx customer Sarah Belsham, Data, Analytics & Insights Partner at RSM UK, on how she has been driving the finance modernization journey within her organization through data and analytics automation... and how it helped to accelerate wider transformation initiatives across the firm.

STAGE TWO

March 23, 2023

11:30 am-12:00 pm

Finance's role in AI commercialisation

Michelle Tsang, Chief Finance and Operations Officer , **Digital Surgery**

With technological innovation, the promise of artificial intelligence is enormous. For some of us in the med tech industry, this is the next holy grail we have been waiting for as it presents a huge revenue growth opportunity. The journey in the commercialisation of artificial intelligence has just begun but the path to success is unclear. Is finance a bystander or a navigator in this journey? I will share my story so far and am interested to hear yours.

STAGE ONE

March 23, 2023

12:00 pm-12:30 pm

Leadership in finance

Bhawna Menghnani, UK&I CFO, Head of Finance (Precision Diagnosis) Western Europe , **Philips**

Bhawna will draw upon her leadership experience in various Finance roles across a wide range of businesses such as Health systems, Consumer electronics, Label manufacturing and Sports and how she sees finance function leading the way in many critical matters that influence business, taking a deeper look at role of Finance in ESG matters. Her talk will look at how to drive profitable growth as a CFO responsibly and how she is doing it today

STAGE TWO

March 23, 2023

12:00 pm-12:30 pm

Looking ahead: What are the key trends that will reshape accounting and finance in 2023

Sunil Kapur, Solutions Manager, Finance , **Sage**

John Chinery, Sage Intacct Commercial Lead

Lewis Dangerfield, Chief Financial and Transformation Officer , **Osprey**

Hester Scotton, CFO , **Law Debenture**

As we forge ahead in 2023, companies need to continue to embrace change, find new ways to grow and prepare for what's ahead.

Sage has collaborated with their customers, partners and thought leaders over the past few months to gauge their insight on the key trends set to reshape accounting and finance in the upcoming year.

Join our panel of industry experts as they discuss the findings and analyse how innovative businesses can stay one step ahead in an increasingly competitive landscape.

Key takeaways:

- Will entering a recession during a labour shortage change your staffing practices?
- Why will AI become more important than ever?
- Now that we're all in the cloud, how is cybersecurity changing?
- How can the rise of super apps help you take your business to the next level and gain competitive advantage during a recession?

STAGE ONE

March 23, 2023

12:30 pm-1:00 pm

How to future proof financial reporting: A checklist from British American Tobacco & PwC

Tony Price, Partner , **PwC UK**

Andromeda Wood, VP, Regulatory Strategy , **Workiva**

David Booth, Group Chief Accountant , **BAT**

In an era of constant disruption, embarking on a financial transformation journey is not always straightforward. This is particularly true for multinationals. However, for many, some degree of change is necessary to meet new regulatory requirements and increasing stakeholder demands. To build trust, transparency and comparability, they need to make the best use of their limited resources and address challenges within their legacy processes and systems. There's no longer room for data errors, inconsistencies and disconnected risk management within complex entity reporting processes.

In this session, you will hear from British American Tobacco and PwC as they discuss ways to create a unified reporting process that enables data connectivity, consistency, traceability and audit-readiness across all reporting workstreams and geographies. Session Highlights

- How annual reporting is changing and the importance of visibility, efficiency and audit-readiness across all geographies.
- Transforming financial reporting processes through shared services centers.
- Use cases across different operating models that can be used to drive transformation
- The expanding role of automation, collaborative decision-making models and accelerated pace of change in operating conditions.
- How to develop a compelling business case for the financial transformation that meets your team and business goals.

STAGE TWO

March 23, 2023

12:30 pm-1:00 pm

Finance business partnering: From crunching numbers to influencing decisions

Catalina Miklo, Head of Finance, Romania , **Sika**

Many organization have started their multiyear journey towards more digital future . Having more and more processes automated through blockchains and robotics , with an increase engagement of artificial intelligence Finance roles are facing a big transformation. Day to day data processing tasks and data input are more and more automated as well outsourced while business partnering becomes most important area in Finance to create value in the future.

Finance business partnership requires leadership, communication, building relationships, change management and strategic skills that look far beyond the routine crunching of numbers.

Defining a Finance business partnering model focused on companies goals , providing values to our internal customers, requires certain steps to be followed that will be covered during this session.

From my personal experience, implementing business partnering model requires time for updating professional and business skills, building trust with our internal customers in order to be accepted as their adviser, finding common language while approaching them and ensuring mindset change within organization.

We can talk about business partnering as present and future of Finance professionals, a growth opportunity into more senior roles.

LUNCH

March 23, 2023

1:00 pm-1:45 pm

ROUNDTABLES

March 23, 2023

1:45 pm-2:15 pm

Choose from our selection of interactive roundtables

Alteryx -From Manual Pains to Automated Gains: Empower Finance with Analytics Automation

Coupa - Preparing for UK SOX Compliance

Pigment - Running what-if scenarios to make 'no surprises' your new normal

Payhawk - How to bridge the strategy gap between finance and business with data transparency and digitalisation

Tipalti - Leveraging Automation to Help Drive Efficiency in Finance

Vendr - Overcoming SaaS buying challenges that may haunt your business

Workiva - How to get internal buy-in to purchase finance transformation software

RETURN TO SESSIONS

March 23, 2023

2:15 pm-2:30 pm



STAGE ONE

March 23, 2023

2:30 pm-3:30 pm

Panel: Future of the finance function

Bhawna Menghnani, UK&I CFO, Head of Finance (Precision Diagnosis) Western Europe , **Philips**

Sarah Watson, Director of Finance & Technology , **Make-A-Wish UK**

Jabar Sadiq, Finance Manager - A.P. Moller

Chithra Rajagopalan, Head of Finance , **Mystery**

Raghavendra Reddy, Co-Founder , **Bluecopa**

A discussion amongst our panel about the challenges on the horizon facing all aspects of the finance function - ESG, Cybersecurity, Strategy, Resilience, Talent and more.

more speakers to be announced.

STAGE TWO RESTARTS 3:00PM

March 23, 2023

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STAGE ONE

March 23, 2023

2:30 pm-3:30 pm

Panel: Future of the finance function (continued)

Bhawna Menghnani, UK&I CFO, Head of Finance (Precision Diagnosis) Western Europe , **Philips**

Sarah Watson, Director of Finance & Technology , **Make-A-Wish UK**

Jabar Sadiq, Finance Manager - A.P. Moller

Chithra Rajagopalan, Head of Finance , **Mystery**

Raghavendra Reddy, Co-Founder , **Bluecopa**

see above.

STAGE TWO

March 23, 2023

3:00 pm-3:30 pm

Data, AI and finance: What will the future look like?

Amit Sinha, Chief Technology Officer, SMB and Scale Up , **Microsoft UK**

In this talk, Amit will give you a whistle-stop tour of the tools and technologies available in the data and AI space. He will then talk through the broad progression of these tools in industry and provide some examples of where they're being used. Finally, you'll be left with practical guidance on how to get started with these tools in your organisation, as well as some resources to support you.

AFTERNOON COFFEE BREAK

March 23, 2023

3:30 pm-4:00 pm

STAGE ONE

March 23, 2023

4:00 pm-4:30 pm

A strategy to grant magical wishes

Sarah Watson, Director of Finance & Technology , **Make-A-Wish UK**

Faced with so much disruption and volatility strategy becomes incredibly important to deliver on mission and vision, even more so when the outcomes are not financial but hope and joy for critically ill children and their families.

With a focus in three areas and a need to balance them carefully to ensure we reach every child, I will share the challenges, the successes and how throughout all of this our strategy has guided our decision making ensuring we maintain a long term view despite increasing short term pressures.

Make-A-Wish UK is part of a global movement that was established in the UK in 1986 to create life-changing wishes that revive the childhood that critical illness often takes away.

Right now, more than 60,000* children in the UK have been diagnosed with a critical condition, changing their lives and the lives of their families forever. For them, the joy of childhood is brought to an abrupt end with treatment plans, appointments and worry taking over. The power of a wish revives a childhood stolen by critical illness. It brings light and joy to children and their loved ones, leaving a profound and lasting impact on all their lives. It takes a community of volunteers, supporters and staff to help these children feel like children again.

STAGE TWO

March 23, 2023

4:00 pm-5:00 pm

Panel: Women in finance

Marie-Anne Effa Nguini, Head of Finance , **Air France**

Huiming Chen, Commercial CFO - Europe Region , **Illumina**

Hester Scotton, CFO , **Law Debenture**

Catherine Wright, SVP, Corporate Finance , **SVB UK**

Navigating the c-suite, equity in leadership, inclusivity in the workforce - this panel will discuss the challenges, successes and experiences of women at the top of their finance function.

STAGE ONE

March 23, 2023

4:30 pm-5:00 pm

Cybersecurity: What are the threats and what can we do

about them?

Phil Richards, CFO , **Corero**

This session will focus on the cybersecurity threats that we all are faced with on an ever-increasing basis, with finance functions being particular targets for cyber criminals.

There are a plethora of mediums through which Companies and individuals are targeted, and we should all be aware of these risks and the nature of their manifestation.

The responsibility of the finance function is to act as a gatekeeper, working with other departments within the organisation to minimise the threats these pose to the Company, and how to mitigate any potential damage.

On a daily basis we are seeing attacks on Companies, from global disruption (see the latest attack on Royal Mail), to financial fraud, IP theft and general mischief making. All of this hinders the effectiveness of an organisation, not to mention the financial and reputational damage these attacks cause.

We will explore the common types of attacks, pitfalls and what we, as finance professionals, should be focussing on to help in the effort to mitigate these attacks.

STAGE TWO

March 23, 2023

4:00 pm-5:00 pm

Panel: Women in finance (continued)

Marie-Anne Effa Nguini, Head of Finance , **Air France**

Huiming Chen, Commercial CFO - Europe Region , **Illumina**

Hester Scotton, CFO , **Law Debenture**

Catherine Wright, SVP, Corporate Finance , **SVB UK**

STAGE ONE

March 23, 2023

5:00 pm-5:30 pm

Recent fintech volatility & (systemic) financial crises: Are we there yet?

Nashwa Saleh, Associate Professor of Finance & Fintech , **Kingston Business School**

Recent events and their systemic significance - are they really black swans ? This talk will look at the current state of the Global & US financial systems and key vulnerabilities, from market segment to multiple market segments to national crises to global crises - as well as the role of regulation & innovation think tanks and key policy recommendations. We will discuss how we need to be going back to the basics.

STAGE TWO

March 23, 2023

5:00 pm-5:30 pm

FP&A for a volatile market

Chithra Rajagopalan, Head of Finance , **Mystery**

This talk will cover:

- Main pillars of FP&A
- Traditional FP&A vs how Finance team's approaches have changed
- Where to shift focus to in a volatile environment

NETWORKING DRINKS

March 23, 2023

5:30 pm-7:00 pm

REGISTRATION AND BREAKFAST

March 24, 2023

8:00 am-9:00 am

KEYNOTE

March 24, 2023

9:00 am-9:30 am

Diversity in finance

Marie-Anne Effa Nguini, Head of Finance , **Air France**

Diversity is critical for any large publicly traded corporation in the banking, insurance, or industrial sectors, as it represents an essential component of long-term development, allowing organisations to positively impact society.

Therefore, promoting diversity in organisations is paramount, especially because it has undeniable benefits, particularly in Finance. However, its implementation comes with challenges, especially if the related issues of equity and inclusion are not properly addressed. So, does Finance implement the triad of « diversity, equity, and inclusion »? This will be the focus of this session.

KEYNOTE

March 24, 2023

9:30 am-10:00 am

Retaining your top finance talent in 2023

Sarah Jayne-Martin, Director of Financial Automation , **Quadient AR**

KEYNOTE

March 24, 2023

10:00 am-10:30 am

Challenges facing today's CFOs

Mark McCardle, CFO, UK , **Microsoft UK**

At the World Finance Forum, Microsoft UK CFO Mark McCardle will present an overview of the current operating environment, providing insights on the latest economic trends, their impact on businesses and finance leaders. He will discuss how macro-economic and geo-political trends have affected the job market, consumer spending and the overall economy. Additionally, Mark will provide a roadmap for finance leaders on how they should respond to the current economic challenges. He will share best practices for managing costs, mitigating risks, and making informed financial decisions that can help organisations weather the economic uncertainty and emerge stronger in the long run. In summary, topics covered will be:

- Views on the current operating environment
- Top of mind for today's CFO's
- Looking Forward: Opportunities & Approach

MORNING COFFEE BREAK

March 24, 2023

10:30 am-11:00 am

KEYNOTE

March 24, 2023

11:00 am-11:30 am

Finance transformation: We have an approved idea, now what?

Selina Butterfield-Mashoofi, Former Finance Director - Performance and Group Finance , **The Very Group**

Per Gartner, 85% of finance teams are planning or executing a Transformation but sadly most shall fail. Join Selina Butterfield-Mashoofi, former Finance Director - Performance and Group Finance at The Very Group for an interactive session that looks at transformation beyond the singular idea and instead at the pivotal, multi-hat wearing role you can play in order for your organisation to go against the odds in delivering systemic, transformative change.

KEYNOTE

March 24, 2023

11:30 am-12:00 pm

Transform finance and save the planet... FP&A, xP&A & ESG!

Martin Watson, Director

Everyone is all too aware of the intense economic pressures and geo-political changes that are shaping businesses and forcing finance leaders to be more agile and strategic.

In this context, two priorities stand out: xP&A and ESG

- both offer some hope and inspiration at a time of manic change
- both make new demands on finance that typify 'modern', data-driven finance

And, ultimately, both are joined at the hip: we cannot just report on our ESG progress; we must build it into our culture, our plans and every scenario.

So, what are the key trends, what is possible and how can you over-deliver?

TRACKS SPLIT

March 24, 2023

12:00 pm-

STAGE ONE

March 24, 2023

12:00 pm-12:30 pm

Watch what you're doing! - Moving beyond forecasting as a spectator sport

Michelle Hammersley, Finance Director , **Maesa**

All too often, forecasting focuses too heavily on financial outcomes, and not on the actions that create them. Join me to talk about our journey to evolve cash forecasting, making it more meaningful and relevant to the day-to-day business, and share some of the pitfalls and success factors.

STAGE TWO

March 24, 2023

12:00 pm-12:30 pm

Finance loves tech

Sebastian Greulich, Head of Finance & Strategy EMEA

This talk will look at the set up of a finance function in a tech company, the unique skills required from its team in a product-led tech company in its growth phase and how to build bridges across the wider organisation to improve business partnering and foster business maturation from the finance function out - and why finance needs to love tech!

STAGE ONE

March 24, 2023

12:30 pm-1:00 pm

Crypto balance sheet considerations for finance leaders

Suzanne Morsfield, Global Head of Accounting Solutions , **Lukka**

Finance leaders may wonder what to weigh if they are considering holding or using crypto assets. This session describes some of the key intricacies of the crypto ecosystem, and then presents a high-level overview of the main financial reporting requirements to take into account-from fair value to impairment.

STAGE TWO

March 24, 2023

12:30 pm-1:00 pm

Marie Kondo your budgeting

Tatiana Doncaster, Finance Director , **The Worshipful Company of Ironmongers**

The lovely mild-mannered Marie Kondo had taken the world by storm with her trademark “KonMari” method. We can, of course, question the fact that Marie preferred tidying the classroom to going out into the playground when she was a kid, however, she has, undoubtedly revolutionised the art of tidying and decluttering and created a movement of people trying to organise and simplify their homes, one jumper or book at a time. As accountants are notorious for having an organised and structured mind, we will spend a light hearted session discussing how the KonMari method can be applied to annual budgeting. Expect idle imaginings and exploring if certain budget lines “spark joy”.

LUNCH

March 24, 2023

1:00 pm-1:45 pm

ROUNDTABLES

March 24, 2023

1:45 pm-2:15 pm

Choose from our selection of interactive roundtables

Board - How Extended Planning and Analysis can support better business partnering

FloQast - Leveraging technology to improve the close and excel in uncertain times

Lukka - Hands-on Crypto - Practicalities of Fair Value

Zone&Co and Macrofin - ERP, Billing & Revenue are now all-in-one

Pigment - Running what-if scenarios to make ‘no surprises’ your new normal

SoftCo - How to build a business case for AP & P2P Automation

RETURN TO SESSIONS

March 24, 2023

2:15 pm-2:30 pm

STAGE ONE

March 24, 2023

2:30 pm-3:00 pm

Leading change and driving operational excellence

Jonathan Smare, Consultant

Digital disruptors, volatile economic and political conditions have all highlighted the importance of business agility. Business leaders clearly recognise their organisations need to have more agility and resilience to future proof them in such a fast changing world.

Jonathan will talk about leading change to increase agility and resilience whilst also driving operational excellence :

STAGE TWO

March 24, 2023

2:30 pm-3:30 pm

Panel: Talent acquisition and retention

Anna Zhirnova, Group FP&A Manager , **Jones Knowles Ritchie**

Selina Butterfield-Mashoofi, Former Finance Director - Performance and Group Finance , **The Very Group**

Kathryn Sherratt, Finance Director , **Post Office**

With employees often representing a company's greatest cost and most important asset, investing in talent acquisition is vital to achieving high levels of productivity and profitability.

The process of talent acquisition involves not just the hiring of new people, but also identifying people with the right skills and qualities to become the innovators, leaders and executives of the future.

This session will focus on the process of identifying, securing and developing talent to support both short and long-term organisational strategy.

speakers to be announced soon.

STAGE ONE

March 24, 2023

3:00 pm-3:30 pm

Sustainability: From intention to action

Lara Martini, Non Executive Director , **AQA**

From consumer preferences to employee pressure and evolving regulations, more and more organizations are required to detail their carbon footprint, and share their approach towards resource management. But how can these disparate inputs be turned into a common language across your company, and a coherent business strategy? And what's your role as CFO in making it happen?

In this session, Lara will draw from her Board and executive experience, to share insights into the latest for sustainability tracking and reporting, and a few concrete examples of how technology can help support better traceability across the supply chain, build sustainable investment strategies and take a more comprehensive approach to risk.

STAGE TWO

March 24, 2023

2:30 pm-3:30 pm

Panel: Talent acquisition and retention (continued)

Selina Butterfield-Mashoofi, Former Finance Director - Performance and Group Finance , **The Very Group**

Anna Zhirnova, Group FP&A Manager , **Jones Knowles Ritchie**

Kathryn Sherratt, Finance Director , **Post Office**

NETWORKING COFFEE

March 24, 2023

3:30 pm-4:30 pm

